DENVER DELIVERS
Season's Greetings

KLZ
Delivers the
DENVER
MARKET

CBS • 560 Kc.

Price 15 cents
Each year radio listeners in Midwest America contribute year-round joy to hundreds of sick and crippled children through the WLS Christmas Neighbors Club. We are proud of the opportunity to use our facilities for such a purpose — and proud of our loyal listeners who give so willingly to their less fortunate neighbors.

Merry Christmas, Kids!
— from WLS Listeners

In the past eight holiday seasons, WLS listeners have contributed $45,372.02 to the WLS Christmas Neighbors Club. With this money, WLS has purchased and distributed among some 300 children's hospitals and orphanages:

- 710 wheel chairs
- 419 radios
- 232 medical inhalators
- 119 movie projectors and screens

This year, WLS listeners are giving to a fund to buy invalid and orthopedic walkers, requested by hospitals as their most urgent need.

WLS
CHICAGO

890 Kilocycles
50,000 Watts
Blue Network
"Thanks...

ADVERTISING AGENCIES
AND
TRANSCRIPTION COMPANIES
FOR RECORDING OVER

600 SESAC Songs

LAST MONTH IN LIBRARY SERVICES and
ON COMMERCIAL TRANSCRIPTIONS*

P.S.
THESE TRANSCRIPTIONS CAN BE PERFORMED ON
874 U. S. COMMERCIAL STATIONS LICENSED BY SESAC
without ADDITIONAL FEES OR EXTRA CHARGES
without BOOKKEEPING OR AUDITING CHECKS
without "CLEARANCE HEADACHES"

SESAC
475 Fifth Ave. New York 17, N. Y.

* NAMES FURNISHED AT THE DROP OF A HAT
They Sure Raise Cane
IN WWL-LAND!

They're Part of the 10,000,000 Customers From Five Different States!

$30,000,000 IS A LOT OF SUGAR—Especially since it's the value of an average year's Louisiana sugar cane harvest. AND THERE'S A HARVEST FOR YOU in the 5-state territory dominated by 50,000 watt, clear channel WWL. See for yourself. You'll like the results.

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City

BROADCASTING • Broadcast Advertising
WITH our business in every category running way ahead of last year, we want to take time off and express our thanks to the hundreds of advertisers, national and local, who have joined hands with us during 1943 to give WSIX the most successful year in its history.

Better programs...more listeners...and greater returns to our advertisers have marked the year now drawing to a close. Prospects for the future were never brighter for all concerned.

Count on us at WSIX, when you need us, to carry your advertising to a prosperous, receptive audience. We shall appreciate the opportunity of serving you.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Blue

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

2500 WATTS

Mutual

980 KILOCYCLES
Key to a world within a world

To inspect metal, judge its inner worth with the aid of electronics, is to add a vital chapter to war industry's book of knowledge. More, it is to write a preface to the mightier book of the future.

This same science of electronics, which finds the structural flaw in war metal, holds great possibilities whose commercial use awaits only the welcome day of peace.

Infinite additions to the knowledge, the safety, the comfort of modern man continuously reveal themselves in the quick flutter of the electronic tubes.

This is an inspiring reason why at Sylvania, in our work with electronics, as in everything else we do to widen the range of the eye and the ear, we set for ourselves a single goal — the highest standard known.

SYLVANIA ELECTRIC PRODUCTS INC. formerly Hygrade Sylvania Corporation

EXECUTIVE OFFICES: 300 FIFTH AVENUE, NEW YORK 14, N.Y.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES

AIDING THE HOME FRONTS "KNOW-HOW"—Sylvania Fluorescent Lamps and Fixtures give war workers the light they need to produce their ornament miracles. Sylvania Radio Tubes bring the news of the world to the American family, keep our people mentally alert. Sylvania Incandescent Lamps economically protect the eyes of the American family. Indeed, the Sylvania name now, as always, means the ultimate in product performance.
Portland payrolls have increased, since the war started, from an average of $7,450,000 per month in 1941—to around $38,000,000 per month. Proportionate increases have taken place throughout the KGW service area. There are plenty of people with money in this market! To sell 'em, tell 'em over KGW.

KGW
PORTLAND, OREGON • NBC AFFILIATE
Represented Nationally by Edward Petry & Co.

A very small portion of the payroll lines at one of the Kaiser shipyards in Portland
George T. Duram
Media Director, H. W. Kastor & Sons, Chicago

Says—"Spot radio reaches selected markets at lowest cost per advertising impression"

- You took the words right out of our mouth, Mr. Duram! As a matter of fact, we were just this morning figuring out the cost-per-advertising-impression for a typical advertiser, spot-casting before 7 a.m., on one of the stations we represent. From audited findings of a recent audience survey, the cost among actual listeners comes to approximately 2,765 LISTENING RADIO FAMILIES FOR ONE DOLLAR

- Or 27.6 RADIO FAMILIES PER CENT!

- To be sure, that figure is based on a bargain, early-morning rate, and the station is a terrific stand-out in its market. But the figure is accurate, and even allowing for every "yes, but" that anyone could dream up, it still speaks volumes for this matter of costs for spot broadcasting. . . If any of you agencies or advertisers want ammunition on spot-broadcasting, give F&P a ring!

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

//WGR-WKSE BUFFALO
//WCKY CINCINNATI
//KDAL DULUTH
//WDAY FARGO
//WISH INDIANAPOLIS
//WKZO-KALAMAZOO-BRAND RAPIDS
//KMBC KANSAS CITY
//WAYE LOUISVILLE
//WTCN MINNEAPOLIS-ST. PAUL
//WMSD PHOENIX
//KSD ST. LOUIS
//WFBL SYRACUSE
//WHO DES Moines
//WOC Davenport
//KMA SHENANDOAH

SOUTHWEST...
//WCMX SALT LAKE CITY
//KATX HOUSTON
//KGLU SHREVEPORT

PACIFIC COAST...
//KECA LOS ANGELES
//KONQ PORTLAND
//KOFK OAKLAND-SAN FRANCISCO

Free & Peters, Inc.
One of a Series Featuring Outstanding Users of Spot Broadcasting

Broadcast Advertising • Broadcast Advertising
Senate Hearings Close After Six Weeks

Parting Invective Hurl ed by Fly At Nets

IMPOSITION of fines by the FCC for station violations not serious enough to warrant revocation of license, and inclusion in the law of requirements that blocks of time be devoted to public-service sustaining, were the last-fling proposals of Chairman James Lawrence Fly at the concluding hearings Thursday before the Senate Interstate Commerce Committee on new radio legislation.

Closing the hearings in about the same vein as he opened them Nov. 3, Mr. Fly hurled invective at the "big chains", but singled out NBC and its parent RCA as particular targets, obviously because he didn't like the embattled testimony of NBC President Niles Trammell the preceding week. While he persisted the thought of FCC regulation of programs in any way, Mr. Fly nevertheless repeatedly attacked just about everything on the air, and damned the whole NBC program schedule from top to bottom.

Dodges issues

Of the 27 hearing days, Mr. Fly spent five on the stand—three in early November, and the last two on Wednesday and Thursday. He dumped into the committee record reams of FCC statements and proposals essaying to answer every statement or allegation made by preceding witnesses. He dodged the more controversial questions covering newspaper ownership and FCC policy on dual operation of FM and AM stations in the future. But he predicted the end of clear channels on the coasts, and said the multiple ownership order would stick.

With the conclusion of the hearings, Chairman Wheeler (D-Mont.) announced that the committee would consider proposed new legislation in executive session. The White-Wheeler bill (S. 814) to re-mold the FCC and limit the FCC powers, will be used as the base. Chairman Fly opposed the bill almost in toto. Every recommendation he made would tighten, rather than relax, and would give the FCC powers, which, in the judgment of observers, are broadest possible

short of actual Government ownership.

The preponderent view was that the Committee wouldn't get to work on the bill until after the Christmas-New Year's holidays—probably during the week of Jan. 3. It also was thought that the Committee would be disposed to write amendments to the existing law, rather than attempt a full-scale revision of the Communications Act of 1934. This was because of impending post-war developments, such as FM, television, and facsimile, and the repeatedly-expressed view of a number of witnesses that the law should be kept flexible until the full effect of these new broadcasting services are realized.

Proposes $500 Fines

Chairman Fly proposed two written amendments—one that stations be fined a maximum of $500 a day for each day of violation of regulations, as a means of maintaining order without resorting to the extreme penalty of revocation, and one whereby FCC approval would be required for transfers of 20% or more of station stock, over the present requirement covering control. He suggested orally that Congress might specify that fixed percentages or blocks of time be allocated for particular types of programs. And in his prepared analysis of the bill, shoved into the record without reading, he made a series of suggested changes.

During his first appearances, Mr. Fly was sharply critical of CBS. Testifying after William S. Paley, CBS president, appeared out of turn to allow him to undertake a mission for OWI in the war theater, Mr. Fly whaled away at him and his network. At that time, the position of NBC on legislation wasn't known, though there were indications it might remain neutral. When Mr. Trammell went all out to curb the FCC and charged Mr. Fly with making loose accusations about "industry domination", the lid was off for the FCC chairman. He let loose with biting condemnation of NBC from all angles during his last two days on the stand. He again hurled the monopoly charge at RCA, and described in infinite detail its far-fung operations in radio and entertainment.

Hot Questions

The last few minutes of the hearing Thursday proved the most important, if not dramatic. Senator Wheeler fired at Mr. Fly a series of questions on hot policy issues that yielded these responses in substance:

1. Clear channels can be broken down on the coasts and probably will be. The Commission may find it necessary to take clear channel stations from the coasts and move them to the interior where they will do the most good.

2. Standard broadcasters who get FM stations do so at their own peril, since the FCC hasn't yet decided whether it will later allow dual ownership of FM and AM stations in the same area, and hasn't decided whether it should move the AM facilities to other areas not served.

3. Very little of the "critical materials" frozen under the April 27, 2043. (Continued on page 10)

Fly Discloses FCC Policy Lethargy

Questions by Wheeler Fired at Close Of Hearings

SOME LIGHT but more confusion about future FCC policy on salient issues such as ownership, licensing practices and allocations, were developed at the concluding hearing before the Senate Interstate Commerce Committee last Thursday as Chairman Wheeler (D-Mont.) fired a series of pointed questions at FCC Chairman James Lawrence Fly. On the hot issue of newspaper ownership of stations, Chairman Fly said he thought the Commission would render its decision in a "matter of days".

[Commissioner Ray C. Wakefield previously had testified the Commission would announce its policy, probably in recommendations to the committee, before the hearing ended. He advocated no categorical rule against newspaper ownership...]

but proposed that it be considered an element in all situations and particularly competitive ones, with the non-newspaper applicant there-by placed in a favored position. Commissioner T. A. M. Craven who predicted the Commission would favor divestiture of newspapers from on-station ownership, repeatedly has said he favored no discrimination whatever. It was presumed the Commission would decide the issue this week. A meeting is scheduled on it today (Monday). The administration has been represented as favoring divestiture and therefore the best guesses are that some modified ban will be voted 4-2: Fly, Wakefield, Walker and Durr for, and Craven and Cage against.

Interest in Line Savings

Because of the significance of the Wheeler questions and the Fly answers, during the waning minutes of the hearings, they are abstracted herewith:

WHEELER: How much of a saving in line costs did the recent reduction on broadcast lines made by the telephone company amount to, do you know that?...

FLY: I think that was about a 25% overall savings.

WHEELER: Now, was any of that passed on to the broadcasting stations, or was it all taken by the networks?

FLY: Mr. Norfreet (FCC chief accountant) draws attention to the fact that a number of the charges involving particular charges were reduced as much as 50%, but the overall result was a reduction of 25%. Now, I don't know how much of that saving has gone back to the stations themselves. I am afraid it is a rather small percentage.

WHEELER: The reason I brought it up was, I received a letter from a broadcasting station in the South, in which they complained that the reduction of the line charges...
FCC Extends Licenses to Three Years

All Standard Stations Covered by Ruling Effective Dec. 15

BROADCAST licenses of the 912 standard broadcast stations, issued for two-year periods since Oct. 1941, last week were extended by the FCC to the statutory maximum of three years effective as of Dec. 15. The extension was consistent with a commitment made by FCC Chairman James Lawrence Fly to the Senate Interstate Committee last month.

Under the Commission’s action, the license tenure will be staggered by frequency groups in such a manner as to bring up expirations in orderly fashion and spread the work load of the FCC License Division over the full three-year period. The initial renewals, the Commission announced, will be staggered over a one-year period ending one year to two years and nine months.

The Commission’s action was by unanimous vote, but it was understood that at least three members had “yea’d” the extension at this time, but did not feel strongly enough about it to cast negative votes.

Mr. Fly, in his testimony before the Senate Committee Nov. 3, declared in response to a question by Sen. Hawkes (R-N.J.) that the Commission had considered issuing licenses for three years. Sen. Hawkes had suggested “continuing” licenses and other witnesses had proposed licenses of 20 years or practically permanent ones to give stability to the industry.

Work Distributed

The Commission announcement explained that stations are grouped in order of the different license expiration dates in such manner as to include in each group a fair cross-section of the entire broadcast roster. This, it was stated, will automatically accomplish a fair distribution of the work load on renewal applications.

In 1927, when the Federal Radio Commission was created, licenses first were issued for 60 days. In 1928, the license period was extended for a three-month period. This was increased to six months in 1931. In 1939 the FCC authorized issuance of licenses for one-year periods and in Oct. 1941 the ten-year period was extended to two years.

Questions consistently have been raised in Congress and in the industry about the short license tenure.

“This action is in line with the policy of the FCC and its predecessor, the Federal Radio Commission, to extend the length of licenses whenever the advancement of the radio art and the growth of the radio industry seemed to warrant such extension,” Chairman James Lawrence Fly said last Wednesday in connection with the FCC’s announcement.

“By deciding the matter of extending the normal term of licenses, the Commission has always had to consider the concept of a license as a public trust and the need of the industry for all the assurance and stability that seemed consistent with the public trust concept.”

Text of Revised Rule

Following is the full text of Section 3.34 of the Commission’s Rules and Regulations as amended:

The Commission on Dec. 14, 1943, adopted the following amendment of Section 3.34 of the Rules and Regulations, to become effective with respective dates:

(Continued on page 58)

NABC Stations Committee Selects District Agents

H. W. SLAVICK, WMC Memphis; Edgar Bell, WXY Oklahoma City, and Richard Lewis, KTAB Phoenix, have been named by the NABC Stations Planning & Advisory Committee to represent districts 1, 4, 5, 5 and 7 respectively during the coming year.

Other members re-elected as follows: District 1, Paul W. Morency, WTIC Hartford; 2, G. F. Black, WOR New York; 3, James D. House, WLW Cincinnati; 4, Francis P. Smol- nati; 5, Stanley E. Hubbard, KSTP Minneapolis-St. Paul; 8, Arden X. Farnsworth, KGW Portland. The NABC Committee will meet in New York Jan. 5 and 6 to elect a chairman and to discuss station problems with NBC executives.

TABLE TOPIC might well have been cheese, when this agency-sponsored network sextet conferred in Hollywood for an informal program conference. Members of sextet are (1 to r): W. F. Lockridge, Chicago vice-president and account executive of J. Walter Thompson Co.; Robert Boeke, NBC advertising director; Sidney W. Stry, NBC western division vice-president; Cecil F. Fowler, NBC western division general manager; and Chicago vice-president, respectively, of Needham, Louis & Brourby, servicing Parkay margarine account; J. H. Platt, advertising director of Kraft Cheese Co.; Norman Blackburn, Hollywood talent buyer for J. Walter Thompson Co.
William B. Lewis to Manage FM American Network Inc.

Former OWI, CBS Official Takes Over April 1; Sheikh Named President; Expansion Voted

APPOINTMENT OF WILLIAM B. LEWIS, former OWI radio official, as executive vice-president and general manager of the American Network Inc., was announced last Friday by the board of directors of the FM organization. The appointment becomes effective about April 1, after completion by Mr. Lewis of the nationwide program study he is making for William S. Paley and CBS.

Expansion Voted

At the annual stockholders meeting of American Network in New York Dec. 1, the following directors were elected for a one-year term: Carlyle A. Bethel, Walter J. Damm, Eric V. Hay, John Shepard 3d, Harry Stone and O. L. (Ted) Taylor. The new board reelected Mr. Shepard, Yankee Network, as president, and Mr. Damm, WTMJ Milwaukee, as vice-president. Robert Ide was reelected secretary-treasurer.

Among other actions, the stockholders voted to renew American Network’s application for a construction permit for an FM station in the New York market and to apply for construction permits for network-owned stations in Chicago and Los Angeles. Seven new applications for membership were accepted and will be announced as soon as contracts are completed, increasing to 20 the number of members in the network.

Mr. Lewis succeeds John R. Lathan, as American Network executive. He was former vice-president in charge of programs for CBS and subsequently chief of the Radio Bureau of OWI.

Mr. Lewis recently completed an eight-week trip through the East and Midwest, interviewing broadcasters, public leaders and typical listeners as part of a survey to evaluate the present radio program service and to report to CBS any findings which might lead to improvement. After January 1 he will travel through the South and Southwest, Rocky Mountain region and the Pacific Coast, and will complete his CBS study before assuming his new duties with American Network.

All Nation Should Hear Series, Durr Writes to Sen. Maybank

Hope that the “full effect” of the network regulations is felt” and that the entire country will be able to hear broadcasts of the 1944 World Series was expressed by Senator Burnet R. Maybank (D-S.C.) by Federal Communications Commissioner C. J. Durr in a letter to the Senator released last week.

He enclosed a map (published herewith) showing areas of the country which might have had 1943 Series broadcasts but didn’t “solely because the stations serving those areas did not choose to, or because of the absence of connecting lines, could not provide them.”

One in Each Area

“While it is readily apparent from the enclosed map that large areas of the country are still without the benefit of the Series broadcasts despite the existence of available facilities,” Commissioner Durr wrote Senator Maybank, “nevertheless the total number of stations which carried the broadcasts of 1945 was far in excess of the 1942 figure.

“The Commission is in hopes that as the full effect of the network regulations is felt, the broadcasts will be made available to, and be used by, broadcast stations throughout the country. In this respect, however, the proper objective would seem to be assurance that the broadcasts will be carried by at least one station in each service area, rather than compulsory broadcasts of the Series by all stations.”

No World Series broadcasts were available to the shaded areas this year, in spite of the FCC network regulations prohibiting exclusivity. Commissioner C. J. Durr has advised Senator Burnet R. Maybank (D-S.C.) that those deprived of the series could not listen “solely because the stations serving those areas did not choose to, or because of the absence of connecting lines, could not provide them.”

WKNY Joins Mutual

NEWEST Mutual station is WKNY Kingston, N. Y., 150 w on 1490 kc. The station became an MBS affiliate Dec. 15.
House Probers to Hear FCC Jan. 17

Garey Charges Lea, Fly Upholding Duties Of Staff

CHARGES that Chairman James Lawrence Fly of the FCC and Chairman Eugene L. Garey (Cal.) of the House Select Committee to Investigate the Commission were collaborating to present the Commission’s case in the inquiry, without benefit of counsel, were hurled in open hearing Thursday by Eugene L. Garey, committee general counsel.

A heated argument by Mr. Garey and Charles R. Denny Jr., FCC general counsel, with Rep. Edward J. Hart (D-N.J.) and Chairman Lea (who was absent until sent for), resulted in the general agreement that the Commission will begin presenting answers to charges thus far made by witnesses and through documents. Jan. 17.

Thursday’s heated debate, which brought the assertion from Mr. Denny that he was under instructions “to have no further negotiations with Mr. Garey’s counsel.”

That the FCC asked the commission of certain labor organizations to turn over to the FBI fingerprints of radio operators.

That in 1936 prominent upper New York Deerhunter wrote President Roosevelt and the late Amning S. Prall, then Commission chairman, protesting against a construction permit granted to the Black River Valley Broadcast Inc., for a station in Watertown, N.Y., on grounds that the corporation was controlled by Republicans and that the FCC canceled the CP shortly thereafter.

That some licenses had been granted to members of the Japanese Nisei, who held dual citizenship—thats citizenship in the United States and in Japan.

That licenses were issued to several aliens, subsequent to an Act of Congress passed in May 1932, prohibiting the issuance of radio operators’ licenses to aliens. This came about, evidence disclosed, because the FCC took “no affirmative action” to check statements made by licensees.

That the FCC acquired a supplemental appropriation from Congress to pay for the investigations, that part of the money was used to give salary increases in the FBIS.

Testimony given by J.B. Beadle FCC operators’ license section chief, in executive session Monday afternoon was ordered placed in the record Tuesday. Mr. Beadle testified that in 1940 the FCC required of amateur and commercial operators statements of citizenship and fingerprints; that the fingerprints were kept in a confidential file at Commission headquarters and were not turned over to the Dept. of Justice until June 1944.

Mr. Beadle told the committee that after the fingerprints were turned over to the FBI it was discovered that some “three or four thousand” had criminal records, although mostly for misdemeanors.

With reference to non-citizens holding licenses, Mr. Beadle said most of them were Canadians, as he recalled. Rep. Hart asked that a complete report be filed with the committee.

Mr. Garey read into the record correspondence between the FCC and various labor organizations in which the Commission asked permission of the unions to turn over to the FBI the fingerprints of union members. The unions dissented, but on May 25, 1942, in a joint communication to Chairman Fly the suggestion the Commission obtain permission of each individual.

Subsequent correspondence disclosed that in late June 1942 the FCC, at the insistence of the Dept. of Justice, did turn the fingerprints over to FBI.

Mr. Beadle said he had not seen the correspondence.

Roosevelt Brought In Sylvia Mercer, former secretary to John A. Kennedy (now a Navy captain on active duty), testified that Mr. Kennedy, head of the Charleston Broadcasting Corp., licensee of WCHS, was interested in the Kanawha Valley Broadcast Corp., licensee of WGKV, when it was built in 1939. Miss Mercer, who said she was assistant treasurer of the Charleston corporation, inferred a relationship between that firm and the Kanawha Valley corporation.

When Mr. Roosevelt entered the investigation, it was disclosed, when testimony of Lt. Henry A. Wise and Elliot C. Lovett, taken in executive session Dec. 7, was admitted to the record last Tuesday. Mr. Wise testified that in January 1936 he and others organized Black River Valley Broadcasters and operate a station in Watertown, N.Y. In April that year an application was filed with the FCC for the station and hearings were conducted before Examiner Melvin H. Doleberg.

In those hearings, Lt. Wise testified, there was considerable opposition, but the examiner’s report recommended that a construction permit be granted the Black River Valley Broadcasters.

When the Commission in its final order, granting the CP effective Oct. 13, 1936, Lt. Wise said the following telegram, signed by John R. Reynolds, attorney in the Dept. of Commerce, which was sent to the corporation Dec. 3, 1936: “Order of Commission granting your original application for a construction permit set for hearing Nov. 20 before examiner to be heard with applications of Watertown Broadcast Corp. and Brockway Co.”

Political Angle

The lieutenant, now on active Army duty but granted a leave to appear before the FCC, was efforts to ascertain from the Commission what had caused the revocation in vain. At that time, he asserted, his company had spent some $8,000 for the station, with antenna up and studios nearing completion. A permit later was granted the Watertown Broadcasting Corp., he added. Before litigation, he said, ended Black River Valley Broadcast Inc. spent about $16,000, Mr. Wise declared.

Ambrose Beckall, assistant committee counsel, read into the record letters addressed to President Roosevelt and the late Amning S. Prall, then Commission chairman, protesting against a construction permit granted to Lt. Wise’s station. Howard H. Vrooman, of Watertown, sent the similar letters to President Roosevelt and Mr. Prall, declaring that the Black River organization was a “political outfit” and utilities-controlled. He named several whom he informed the President and Mr. Prall were interested in the station. They were Republicans.

“What will that mean to the future of the Democratic party in Northern New York?” he wrote. Letters from Hudson C. Bull, director of the New York State 4-H Extension Federation, and F. S. Rodenhurst, manager of the Northern Federation of Chambers of Commerce, Alexandria Bay, N.Y., also addressed to President Roosevelt, were made available to the committee.

Mr. Rodenhurst protested the CP to Lt. Wise’s organization on the grounds that it was anti-Administration.

Under cross-examination, Lt. Lovett denied the allegations made (Continued on page 65)

FCC Calls Hearing On WGKV Renewal

Hidden Ownership Issue Will Be Studied by Commission

APPLICATION for relinquishment of control by Worth Kramer of the Kanawha Valley Broadcasting Corp., St. Albans, W. Va., was filed with the FCC last week coincident with release by the Commission of its bill of particular issues, including alleged “hidden ownership”, to be investigated at a license renewal hearing for the station. Mr. Kramer has been both president of the licensee corporation and general manager of WGKV.

Transfer of 28 shares of stock from Mr. Kramer to Eugene R. Custer, secretary-treasurer, and Richard E. Venable, vice-president (each 14 shares), has already been consummated and record of the stock transfer was made with the FCC, although the transfer of control was involved no formal application for such transfer had heretofore been filed.

The agreement in this transaction remains to be consummated. Kramer stated it was to relieve Mr. Kramer of certain financial obligations as he expects to be inducted into the army, and that Kramer retains 100 shares (40%) in WGKV, Mr. Custer now holds 76 shares (30%) and Mr. Venable 76 shares (30%).

Issues Cited by FCC

Among the issues cited by the FCC in the bill of particulars were: “To determine whether the applicant made full disclosure as to all parties in interest in the applicant corporation, the distribution of the stock of said corporation and outstanding preferred and common stocks therein, whether the licensee assumed and has exercised the responsibilities incident to the management, operation and control of said station, to obtain full information respecting the manner in which and by whom the station has been and is now being operated, the character of the license that has been and is now being rendered; whether the statements and representations made by the applicant in the Commission in the various applications and documents filed on behalf of the applicant, its officers, directors and agents, fully and accurately reflect the facts, or whether same were false and misleading; what contracts, options, or other instruments of oral agreements or understandings have been entered into with the intention to be effective to the transfer of stock in the licensee corporation, and whether same were filed with the Commission as required; whether the transfer of said license will be granted without a license granted by the Commission in violation of the Communications Act of 1934; to determine whether the transfer of control of the licensee corporation to Worth Kramer, and whether said transfer of control was reported to the Commission” pursuant to the Act and rules, especially 43.1.
BUY ONE... GET THREE... Plus!

When you buy WHO, you get 50,000 watts of power at the very center of Iowa—PLUS the only 1A clear channel in the State—PLUS middle-of-the-dial frequency... all of which add up to the most listenable signal in Iowa. • • •

Not that we believe WHO's top position is due solely to mere mechanics. Obviously there are other important reasons why more Iowa people listen to WHO than to all other Iowa commercial radio stations combined (as proved in the 1943 Iowa Radio Audience Survey). But better listenability does count. Check with your Iowa distributors and dealers—or write either to us or to Free & Peters for definite proof!

WHO
for IOWA PLUS!

DES MOINES... 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC... National Representatives
War Adds to Industrial Growth, Population, in West and South

That the center of gravity of American economic life has shifted noticeably westward and southward during the war is indicated by a Dept. of Commerce study released last week under the general title: "Regional Shifts in Population, Production and Markets—1939-43."

The study points to a rise in the relative importance of the Pacific, South Atlantic and East South Central regions, as a relative decline in the importance of the populous Middle Atlantic Region.

These wartime changes, with some exceptions, represent an extension of previously indicated long-term trends. From two to five percent of the total economic activity of the country is affected. For example, the net population shift has affected about two percent of the civilian total, while the net shift in income payments has amounted to nearly five percent of the national income total.

East Declines Relatively

The study, made by K. C. Stokes, of the Bureau of Foreign and Domestic Commerce, U. S. Dept. of Commerce, correlates the previously reported regional shifts in population [Broadcasting, Aug. 2] with data on war production, employment, income payments, number of operating business firms, consumer spending, bank debits and consumption of electric power.

It is presumed that most of the wartime changes have two to five percent from the war production program. Distribution of new war plant facilities and war production contracts indicates that wartime investment on the Atlantic Seaboard is relatively much smaller than the prewar manufacturing importance of these regions as indicated by the percentage of total U. S. factory wage earners and value added by manufacture. In the heavily industrialized East North Central region, the percentage of wartime commitments is only slightly larger than the prewar percentage of wage earners and value added. In the remainder of the country, including the less industrialized portions, the percentage of new manufacturing commitments is significantly greater than the 1939 percentage of wage earners and value added. This is particularly evident in the South Central region (Okl., Ark., Texas, La.). Thus, on the whole the wartime program of new capital investment has tended to bring about a geographic diffusion of the American industrial plant. The relative industrial importance of the industrially less-well-developed regions is being markedly increased, and correspondingly, the relative importance of the highly industrialized Atlantic seaboard states—particularly the Northeast—is being diminished.

Fewer Business Firms

One of the definite results of wartime economic shifts reported in the survey is a decline in the number of operating business concerns. The losses range from 5.3% of the firms in the South Atlantic states to 11.7% in the West South Central states. This trend is in contrast to the gain in number of businesses in all regions in the 1935-41 period. When an analysis is made by states, only Maryland and the District of Columbia show an increase in operating businesses in July 1943 as compared with November 1941.

Frank Russell Returns

Frank M. Russell, vice-president of NBC in charge of the Washington office, will return to duty after the Christmas holidays, as he has now recovered from pneumonia. He plans to attend the NBC management meeting in New York Dec. 28.

STATE DEPT. PLANS BROADCASTS ON NBC

TO EXPLAIN the foreign policy of the Government to the public, the State Department will begin a series of broadcasts on NBC Jan. 8 entitled "The Department of State Speaks," the first show will be held on Saturdays 7-7:30 p.m. (EWT) for four weeks.

The broadcasts will bring to the microphone Secretary of State Cordell Hull, Undersecretary of State Edward R. Stettinius Jr., Assistant Secretaries, and other officials of the department.

The place of Congress in American foreign relations will be emphasized through participation of prominent Democratic and Republican members of Congress. As tentatively set, the broadcasts will deal with the following phases of Dept. of State affairs: Jan. 8, introductory program and covering the highlights of the latest developments in our foreign affairs; Jan. 15, a description of the structure and administration of the Dept. of State and the foreign service; Jan. 22, certain post-war problems with emphasis on the economic fields; Jan. 29, cooperation between the legislative and executive branches of the Government to improve the welfare of the people and carrying it into effect.

Sigma Delta Chi Honors Newsman in Washington

Willard R. Smith, associate editor of the Washington Evening Star, Madison, owner of WISN Milwaukee, was installed as national president of Sigma Delta Chi, professional journalistic fraternity, at a banquet at the Hotel Statler in Washington last Wednesday. He succeeds De W. Hoyt, Deputy Director of Domestic Operations of OWI and publisher of the "Portofolio" (Washington, D.C., KEX), Mr. Hoyt returned to his paper on Jan. 8.

G. Carlos P. Romulo, secretary of information and public relations to the Philippine government-in-exile, was the featured speaker. In a peacetime he publicized the later activities of the Philippines.

Fifteen Washington newsman, headed by Elmer Davis, former CBS news analyst and director of the OWI, were nominated for the national membership of the Washington Alumni chapter of the fraternity. They included J. G. Taishoff, executive director of Scripps-Howard Newspapers, and president of Scripps-Howard Radio and San & Teichoff, Editor of Broadcasting.

DFRC Released

Radio Club Session

Radio Executives Club of New York held a business meeting last Thursday at its semi-monthly luncheon at the Hotel Shelton. The club decided to hold its annual Christmas party Dec. 23. A membership total of 256 persons and $329 in the treasury were reported. Revisions in the constitution were passed by the members.

Next regular meeting Jan. 6 will feature recent developments in the audio and electronic field presented by Westinghouse E. & M. Co.

KFQD Anchorage Now in Service With 1,000 w

DEEDICATING its new 1,000 w RCA transmitter on Sunday, Nov. 22, KFQD, Anchorage, Alaska, "blinded" less than one second when the changeover was made, and aired a special program lasting for more than five hours in which there were no commercials, all sponsors having donated their time to help the new installation and service.

The station operates unlimited time on a 780 kc regional channel. Wm. J. Wagner, general manager, owner and engineer of the station, and the foreign service; Jan. 29, cooperation between the legislative and executive branches of the Government to improve the welfare of the people and carrying it into effect.

FCC CITES KOMA FOR 'INTERFERENCE'

KOMA OKLAHOMA City last week was asked by the FCC to submit an application for the renewal of its use of 1,520 kc and 1,520 kc, which it could be set on the question of continued operation on 1,520 kc or change of frequency, because of interference to TGWC Guatemala City, Guatemala, TGWC, a 1,000 w station, also operates on 1,520 kc.

KFQD is directed to soldiers stationed in Alaska, Brig. Gen. Sovester D. Downs, commanding officer of Ft. Richardson, gave the dedicatory address. High ranking officials present included Sec. of the Army, General G. O. D. Johnson, Secretary of the Interior, and the Post Office Dept. were joined by the Mayor of Anchorage and prominent Alaskans in greetings to the station.

APL M. DE BIGGERS, President of KFQD, dedicated the station. The place of Congress in American foreign relations will be emphasized through participation of prominent Democratic and Republican members of Congress.

Gen. Downs (l) at dedication.
It doesn't cost a fortune to tap the booming Baltimore market... to reach 62 per cent of Maryland's population within the range of W-I-T-H's signal.

Follow the lead of Baltimore merchants, and astute national merchandisers who know you don't need "gopher hole" coverage to sell the buying-power of Baltimore. Buy W-I-T-H and find out for yourself what a great job this station does in Baltimore!

TOM TINSLEY, President

Represented Nationally by Headley-Reed

THE PEOPLE'S VOICE IN BALTIMORE ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK
Control of Profits
Viewed as Killed
Bowles Action in Vitamin
Case Regarded Indicative
FORCED reduction of packaged
vitamin prices, contemplated by
OPA, and contested in the courts
by a group of 13 leading vitamin
manufacturers [BROADCASTING,
Dec. 6] will be delayed at least
until a study has been completed
on increased potencies of the pro-
ducts in question, OPA Administra-
tor Bowles announced last week.
He said he has had conferences
with the manufacturers feel that the
prices have already been reduced
insanely in as much as they do not reflect in-
creased potencies said to be gen-
eral throughout the industry.
Post-
ponement is regarded by some
sources as killing the regulation
"for keeps".

Injunction Asked
In their plea for an injunction
restraining OPA from ordering the
15% cut in retail prices, the indus-
try members had charged OPA with
attempting a trial of "profits con-
trol", prior to imposing of such
cuts, in violation of order "D" of the
directive from Economic Stabilizer:
Fred M. Vinson, issued Monday,
Dec. 13, to both WPB and OPA,
ordered both agencies to take pro-
fits into consideration in a program
for stimulating production of scarce
items which manufacturers have
dropped from their lines, generally
in favor of higher-priced items
with short-term profit potential.

The view taken by Washington
observers is that the "profit con-
trol" emphasis in the Vinson di-
rective is largely a change against
objections to the price increases
which will be permitted to secure
production of the needed items.

AP Executives Take Over
Added Wartime Duties
FOUR MEMBERS of the executive
staff of the Associated Press were
made assistant general managers
last week, according to Kent
Cooper, AP executive director and
general manager. Appointments
were made in connection with the
assumption of active administra-
tion of the Associated Press Ltd.
by Lloyd Bratton, president of the
firm's subsidiary incorporated in
Great Britain and distributing
news and newsphoto services in the
E. W. Hauser company.

The new assistant general man-
ger are Alan J. Gould, formerly
executive assistant supervising
news and newsphoto operations;
Frank J. Staelin, traffic director
in charge of traffic and membership
departments; Claude A. Jaggar,
ex-associate foreign editor; and
editorial personnel, AP-features and
promotion; and Paul Miller, chief
of Washington Bureau. Cooper
said, in addition to his position,
the managers would continue to
supervise departments to which
they have been assigned, while
Bratton remains secretary of the
AP, but is no longer assistant gen-
eral manager.

OCT Survey of Wartime Needs
Shows 32,500,000 Radio Homes
Tubes Principal Factor in Sets Out of Order.
With 3/5ths Lacking Needed Types
FIRST FIGURES from a war-
time census of U. S. radio homes
showed a rapidly increasing lay-
about in radio receivers when the
Office of Civilian Require-
ments released its findings in the
nation-wide Survey of Consumer
Requirements. The study, made by
the American Standards Associa-
tion, scientists, working on a
basis of scientifically selected
samples to provide an accurate
sample, disclosed that approximately
32,500,000 households were either
out of order, or in working order, with
radio sets, or radio sets, or 89% of
all families in the country.

The sample showed that:
59% of U. S. families have one
radio;
24% have two radios;
6% have three or more radios.

Out-of-Order Sets
As to the condition of sets, the
figures revealed that the out-of-
order total has risen 2.4% as a
result of war curtailment. A
total of 63% of American fam-
ilies have one set in working order;
15% have two sets in working
order, 4% have three or more sets
in working order, totaling 82% of
all U. S. families with one or more
sets in working order, according to
the OCS survey. It is indicated
that 7% of sets which are not
working, amounting to about 8.5% of
the country's radio families. The
figures do not include the six mil-
nion or so automobile radios, or
any portable sets.

On the condition of the "set most
relied upon," 54% of the families
reported this set's condition as
"very good," while 9% noted it
as "workable" and 8% that the
set was out of order. This
compares with normal out-of-order
estimations of 6 to 4.

The principal factor in the per-
centage of sets out of order is the
scarcity indicated in certain types
of radio tubes. On the basis of the
sample, one out of three families
tried to buy radio tubes during the
past three months. About 2/5 of
this number were successful in
getting what they needed and
3/5 were not able to find the kind
of tube needed. Radio tubes were
high on the list of items which
consumers classed as hard to get
or unobtainable. That is about
what has now reached its climax
was indicated last week by Frank H.
McIntosh, chief of the Domestic
and Foreign Branch, Radio &
Radar Division of the WPB, in
speech to the American Market-
ing Assn. in New York. Mr.
McIntosh reported steps which WPB
has taken to improve the supply
of tubes. (See story on page 22.)

The battery set picture was
revealed by the survey to have
changed little and has been
altered since the low point
last summer. About 15% of the
farms families contacted said they
had tried to buy a radio battery
within the past three months, and
one-half of this number were suc-
cessful in buying one.

In spite of war curtailment of
radio production, the study shows
that about one per cent of all U. S.
families bought a new radio set
within the past year, and another
one per cent bought a used radio.
Between 2 and 3% made an
unsuccessful attempt to buy a
radio during the past three months
that they needed a radio it was no use
to even look for one. Thus, a total
market of about 5% of U. S. homes
is indicated for the war year of
1943.

U. S. Counsel Sought
RESOLUTION authorizing a
House Committee on Appropria-
tions subcommittee to employ coun-
sel in the case of Government in
the suits of Dr. Goodwin B. Wat-
tson and William E. Dodd Jr., for-
mess. FCC, was introduced
as ot by Rep. John H. Kerr
(D-N.C.), subcommittee chairman.
A companion resolution
authorizing expenditure of not more
than $15,000 for the defense also
was introduced. Both were referred
to the Committee on Accounts.

Freer Heads FTC
CHAIRMANSHIP of the Federal
Trade Commission, which rotates
annually, goes Jan. 1 to Robert E.
Freer, youngest member and one
of the two Republicans on the five-
man authority. Mr. Freer has been
a member of the FTC, 1939-43, and
will be his second year as chairman.
Mr. Freer is 47, a veteran of serv-
vice in France in World War I, and
an attorney advising the govern-
ment to Washington as an attorney
for the Interstate Commerce Com-
mission. He is a member of the
five members of the FTC, yet finds
it is time for outside interests which
include lecturing at American Uni-
versity in railway economics and
public law.

Pro Playoff Hookup
WILSON SPORTING GOODS
Co., Chicago, is lining up stations
for a coast-to-coast broadcast of the
national professional football
championship game at Chicago
Dec. 26. A hookup originating on
WJZ is planned by Stanley G.
Boytont, Detroit agency. Game will
be played by the Chicago Bears and
the Pittsburgh Steelers. The first
division playoffs between the
New York Giants and Washington
Redsksins.

W. E. POOR, president of Sylvia
Electric Products, New York, has
issued invitations to a pre-publica-
tion technical conference at the
International Hotel here, for
Astoria for Dom P. Caverly, author
of the new book Primer of Electronics.

Cuff Named to DuMont
SAMUEL H. CUFF, radio com-
ments for the broadcast net-
work the Face of the War and active
recently in producing television
programs for Emery B. House, B.
Labatories, has been appointed
Main Sales Promotion Manager
for Television at DuMont.

Canada to Offer Data on Coverage
Broadcasters and Advertisers
Approve Plan for Service
CANADIAN broadcasting stations
will supply advertisers and agencies
coverage data compiled by an
independent impartial source, ac-
cording to Jack Cooke, chairman
of the Joint Research Committee
of the Canadian Assn. of
Broadcasters.

A meeting of the committee held
at Toronto on Dec. 13 with
members of the Canadian Assn.
of Advertising Agencies, and
of the Canadian Assns. of Advertisers,
recommended approval of the cov-
erage method developed by the
subcommittee, establishment of a Bu-
reau of Broadcast Measurement,
and the retaining of the firm of
Elliott-Haynes Ltd., Toronto and
Montreal research organization, to
do the impartial survey work.

The three recommendations are
to be brought before the annual
meetings of the three organizations
for the first time at the meetings
which will be held early next year.
The BBM will be established, to make
Canada the first country to have approved
standard coverage statistics for its
broadcasting industry.

Financed by Industry
The BBM is to consist of three
broadcasters, on of whom will
likely be a member of the Canadian
Broadcasting Corp.; three
members for the CAAA and three
from the ACA. It is to be financed
by a nominal membership fee to
agencies, advertisers and probably
also broadcasters, and an assess-
ment based on a time unit for all
stations.

The method whereby coverage is
to be measured is the result of
20 months of work on the part of
the subcommittee, consisting of
Jack Cooke, general manager of
Northern Broadcasting & Publish-
ing Co., Timmins; Ray Barford,
Jr., consultant to the government
regulating agency; and Lou Phener,
Canadian Cellucotton Products Ltd.,
Hamilton. Method whereby cover-
age is to be measured includes fea-
tures from methods now in use in
both the United States and Can-
da.

The Joint Research Committee
consists of the above three mem-
bers and Adrian Head, J. Walter
Thompson Co., Ltd., Toronto; Tom
McReynolds, advertising manager,
Colgate-Palmolive-Di.

To-
ronto; H. Rimmer, advertising
manager, Canadian General Elec-
tric Co., Ltd.; Toronto; and H.
Gooderham, president, KCKL Tor-
onto.

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BROADCASTING
Broadcast Advertising
Somebody should catch hell for this!

Overnight, almost, a new market developed right under our noses. A terrific potential for our setup, and we got caught off base... competition got there first "with the mostest" by smart use of spot broadcasting.

Somebody should catch hell for this!

Does he mean you? Markets moving too fast for you? Allegedly dead areas suddenly booming with war activities? Yours is admittedly a tough job, the responsibility to your client for keeping pace with the rapid developments in war markets. That's where we come in.

Watching out for your interests is our specialty... making calls and interviewing key people, over and over and over again! Makes it possible to contribute to your success.

We have "know how," and our own success story proves that we can turn it into money. Our index of success is a 42% annual average gain in billing for ten years straight. For your success see Weed and Company.

Buy War Bonds and Stamps

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - BOSTON - CHICAGO - DETROIT - SAN FRANCISCO - HOLLYWOOD

BROADCASTING • Broadcast Advertising  December 20, 1943 • Page 17
Engineers Will Review Standards in Medium Frequency Band

TO REVIEW and develop standards for the improvement of broadcasting in the medium frequencies, the Panel of the Federal Communications Commission headed by chairman John V. L. Hogan is preparing for its fall conference. NAB has but one vote.

Dr. W. R. G. Baker, vice-president of General Electric Co., is chairman of RTPB.

Members of Panels 1, 2, 4 and 6 are broadcast station engineers; a, alternate; 0, observer:

**Panel 1—Spectrum Utilization**

Dr. A. D. Goldsmith, chairman, New York; R. H. Green, New York; Stromberg-Carlson Co.; George Grammer (m), W. E. Varney, Raytheon Co.; C. A. Peterson (m), Bell Telephone Labs.; W. D. Gillmore (m), Canadian Broadcasting Corp.; E. K. Coelho (m), W. B. Alberts (m), RCA; D. F. Wilson (m), FCC; J. W. Smith (m), Kenney (m), H. R. Bummerly Jr. (a), G. E. Walter (m), Longmire (m), International Bus. Machine Corp.; C. C. Maksy (m), Stuart (m), B. J. Adams (m), Leroy Spengenberger (m), Mackay Radio; Howard S. Frazier (m), NAB; O. R. Huangdon, Bell Telephone Labs.; E. E. Noble (m), Galvin Mfg. Co.; R. O. Peterson (m), RCA; B. B. Law (m), W. C. Lent (a), RCA Labs.; A. J. Come (a), E. E. Hotsit, US Navy; W. M. Debrasse, Radio Corp.; Col. A. G. Simon (m), War Dept.; C. E. H. Thompson (m), R. N. Harmon (a), Westinghouse.

**Panel 2—Frequency Allocation**

Dr. E. F. L. Johnson, chairman, New York; K. V. Winter, Oakland; F. W. Ray, vice-chairman, a, T. D. Archer, Brown; S. C. McKee (m), Radio Corp.; W. H. Gustafson (m), Zenith; Frank Gunther (m), R. E. Finkenberger (m), Baldwin; E. E. Noble (m), Galvin Mfg. Co.; W. F. Hilliard (m), Westinghouse; C. W. V. Brown (m), Bell Telephone Labs.; C. W. Ruben (m), Mackay Radio; A. C. Latourette, a, R. E. Finkenberger (m), Ray Collins; R. W. Clennon (m), North American Philips Corp.; Charles J. Young (m), RCA Labs.; Howard M. Brown (m), American Radio Relay League; George Grammer (m), W. E. Varney, Raytheon Co.; R. F. Brown (m), G. B. Longmore (m), General Radium Co.; W. C. White (m), G-E; N. F. Case (a), G-E; R. C. Deur (a), Crosley (a); O. O. Crossley; Walter S. Lemoine (m), Crosley; W. A. Leland (m), Westinghouse Business Machines; D. G. Little (m), A. C. Roy (m), J. A. van Lieshout (m), North America Philips Corp.; J. C. Burges (m), E. W. Engstrom (m), RCA Labs.; Humboldt Wild (o), The Brown Instrument Co.

**Panel 3—Standard Broadcasting**

Dr. J. S. McKechnie (m), Fed. Tel. & Radio Corp.; Carl E. Porter (a), Bell Telephone Radio Corp.; William T. Freeland (m), Kenney; H. R. Mitchell (m), Galvin Mfg. Co.; E. E. Huangdon, Bell Telephone Labs.; J. F. Voss (a), Western Electric; L. Bailey (m), Janisky & Bailey; George W. Bishop (m), McIntyre (m), Sonyer (m), Bailey.

T. C. Kenney (m), KDKA; Royal V. KSF; Grant R. Wathall (m), McNary; John H. Steen, (m), ERC; W. G. Broughton (a), G-E; Paul F. Goddard (a), Bell Telephone; J. H. Pollard (a), Bell Telephone; R. E. Poole (a), Bell Telephone Labs.; J. C. Bayles (a), Bell Telephone; M. M. Wilson (a), M. N. A.; A. C. Goodnow (a), Westinghouse; N. C. English (m), RCA; E. J. M. Miner (m), RCA; V. E. Trouxant (a), RCA; A. D. King (m), King & Clark; Lynne C. A. Johnston (m), CBS; E. C. Finlayson (m), Stromberg-Carlson; Benjamin H. Lattimer (m), G-E; Robert Porter Houston (m), WCMB; E. J. Gardner (m), RCA; R. K. H. Weiser (m), A. M. Hiltz (a), WCBS; R. M. Doolittle (m), WDRG; Frank Meisinger (m), WPR; Walter A. Carter (a), George E. Gardner & Co.; Gordon T. Bennett (a), W. E. Poole (m), Bell Telephone Labs.; E. E. Hotsit, US Navy; R. C. Bishop (a), WTOP; E. B. Pasco (m), Zenith Radio Corp.

**Panel 4—Television Broadcasting**

David B. Smith, chairman, Philco; L. J. Bishop (m), Philco; A. J. Miller (m), Chase; George Howland, Town, secretary, Stromberg-Carlson; G. L. Campbell, Jr., R.C.A.; I. W. Smith, U.S. Navy; V. D. Lasser (a), WGR-WKWF, I. R. Louisberg (a), WWL; G. M. Williams (a), WGN; J. H. MacGregor, WIP; C. W. H. Tyndall; J. W. Scott (a), WLS, Clyde M. Hunt (m), WTOP; E. E. Hotsit, US Navy; L. E. Bresee (a), WTOP; J. C. Bennett (m), RCA; E. E. Hotsit, US Navy; J. T. B. McNeil (m), National Association of Broadcasters; G. R. Johnson (a), National Association of Broadcasters; R. E. Shelby (a), NBC.

**Panel 5—Broadcast Systems**

W. O. Johnson (a), Cowley; R. B. Serrell (m), CBS; C. A. Priest (m), G-E; R. E. Longfellow (s), G-E; Ray H. Maton (m), Stromberg-Carlson; W. G. Bossinger (m), Stromberg-Carlson; J. E. Brown (m), Genesee; Donald J. Frock (a), Genesee; Harry E. Lubke (m), Don Lee; W. A. MacMillan (m), RCA; W. J. Welsh (a), RCA; M. E. Thompson (m), Met. Television Inc.; L. L. Thompson (m), Met. Television Inc.; R. J. Miller (m), Western Electric; C. E. McClintan (a), Western Electric; James Brand (a), G-E; Howard Gates (m), WRN; W. P. Case (a), WGR-WKWF; L. M. Quinnet (a), Canada Broadcasting Corp.; W. R. Stanley (a), UK; Committee I, Television Channel—D. E. Harnett, chairman, Dallas. Committee 2, Synchronization Standards and Video Modulation—T. T. Goldsmith, chairman, Dallas.

**Panel 6—Relay Links—F. J. Binger, chairman, Philco.**

To PUBLICIZE its current issue, the Software News was given five one-minute announcements and one five-minute program on the West Coast System, on Dec. 15-16. Included in the hookup were stations at Harvard, Columbia, Cornell, Brown Univ., Maryland U. and Radcliffe. Business placed by Mac Farland, Aveyard & Co., Chicago.

**Tops in News**

BEST NEWS story of 1943, according to a majority of writers, editors, and publicists of WLW Cincinnati, was the fall of Mussolini, climaxing Allied successes in North Africa, Sicily and Italy. Bill Dowd, the network’s chief newscaster, was the conductor, who polled, that the Russian war took a first place vote. No. 2 choice was the group of conferences among the Allied leaders at Casablanca, Quebec, Cairo, Moscow and Tehran.

**RCA Not to Quit Record Business**

Murray Squashes Rumor Firm Will Quit Making Discs

DECLARING that "the RCA Victor division has no intention whatsoever of retiring from the record business in which it is the pioneer and the leader," J. W. Murray, for the Senate Interstate Commerce Committee, declared that rather than establish the principle of payment into an AFM fund for the union to do with what it will, it is better that the record business [BROADCASTING, Dec. 13].

"Wholly Unfounded"

RCA, Mr. Murray stated, "continues to maintain its position that it cannot yield to such unwarranted demands made upon it by the union that are directly or indirectly (or, as some are employed by the company) would be uneconomic and unsocial. However, there is not the slightest reason for the rumors and the reports themselves are wholly unfounded. Both sides to this controversy have submitted their case to the War Labor Board which has had only recently completed hearing the testimony submitted to it. We now await the decision of this board, which is expected shortly."

**WKZO Transfer**

FCC last week granted consent to the voluntary assignment of the license of WKZO Kalamazoo, Mich., from WKZO Inc. to John E. Fetzer and Rhea Y. Fetzer, doing business as the Fetzer Broadcasting Co. The Fetzer are sole stockholders of the station, the transfer affords the company to effecting a change of the licensee from a corporation to a partnership. Purpose of the assignment is to simplify operations. Because of the change, it is desired to eliminate considerable work necessary under Michigan corporate law.
Grand Rapids is the market center of Western Michigan. WOOD in Grand Rapids is the only station between Chicago and Detroit that delivers the unbeatable combination of the 3 P's — POPULATION — PROGRAMS — POWER.

Grand Rapids is the largest market in Michigan outside Detroit. Grand Rapids is larger than the next three West Michigan cities — Kalamazoo, Muskegon and Battle Creek — combined.

WOOD is the only NBC outlet between Detroit and Chicago. WOOD's Parade of Stars is radio's finest entertainment. WOOD programs are tops in popularity ratings.

WOOD is the only high-powered station transmitting from Grand Rapids. Its 5000 watts are radiated not from the fringe of the Western Michigan area, but from the very center.

The "Rule of 3 P's" is a time-tested guide to station selection. 68 National Advertisers are currently using WOOD to sell 108 Quality Products in the Western Michigan Market.

GRAND RAPIDS NBC 5000 Watts Outstate Michigan's Greatest Station
AMONG INDUSTRY personalities present at the San Francisco showing of "Air Force and the Retailer", NAB retail promotion film, were (front row: 1 to r) Ray Rhodes, KFRC San Francisco sales; Arch Kerr, KFRC sales; Martin Mundorf, KGO San Francisco; and the KFRC treasurer, Earl Smith, Edward Petry & Co.; Byron Nelson, KGO sales; Eugene Grant, BLUE San Francisco sales; Dan Donnelly, KFRC manager; Merwyn McCabe, KFRC sales manager; Frank Wright, master of ceremonies; Phillip G. Lasky, KROW Oakland general manager. Second row (1 to r): Ellis Rehm, BLUE sales; Don Pederson, KYA San Francisco general manager; Don Searle, KGO general manager; Adriel Fried, KXL Oakland general manager; Frank Samuels, KGO sales manager; Paul H. armstrong, Spec- tacle & Image, vice-president John Blair & Co.; S. S. Fox, KDYI, Salt Lake City general manager; Al Crapsey, KPO San Francisco sales manager; John Elwood, KPO general manager.

Home Front Problems Are Main Target In OWI’s Packet for Week of Jan. 10

ASIDE from recruiting announcements for the Cadet Nurse Corps, war messages scheduled by the Domestic Radio Bureau of OWI for the week of Jan. 10 are aimed at home front problems related directly to the effectiveness of the war effort.

Bracketed with Save Critical Resources on the twin themes of Car Sharing and Conserve Gasoline. Since the Resources campaign is also directed at conservation of oil, as well as other fuels, it is assumed that the gasoline and fuel oil situation has again become serious. This might presage preparations for further large scale military movements, as well as reflecting the drain for high octane gas in the stepped-up offensive, and the requirements for such fighting petroleum products as butadiene (synthetic rubber) and toluene (for TNT).

Crude Problem

Basic reason for present petroleum conservation measures is that part of crude oil is reaching the maximum capacity, while consumption is exceeding the discovery of new reserves. The Car Sharing messages will say that civilians may have even less gasoline in 1944 than in 1943. The Conserve Gasoline theme is to the effect that since cost and length of the war depend on use of gasoline supply, every citizen should conserve to the utmost by playing square in gas rationing.

The inflation threat, recently underlined by the disclosure that money in circulation has passed the $19 billion mark (three to four times the figure formerly considered necessary for the transaction of normal business), is the target of three of the eight campaigns on the week’s schedule. These are: Fight Inflation, Wage & Price Stabilization, and Home Front Fridge. Keynote of the anti-inflation drive is the theme of the Wage & Price announcements: "If the battle against uncontrolled inflation is to succeed, each of us must support that part of the program that hurts us most. We must sacrifice if we are to win the fight against rising prices."

The Wartime Nutrition announcements on the KW stations (on OWI stations the preceding week) will feature the National Wartime Nutrition Guide, which listeners may obtain by writing to "Basic 7, Washington, D. C." It will be of interest to see how many requests come in for this booklet.

BROADCASTING’s OWI Packet for the week of Jan. 10 reminds that beginning Jan. 17 all station announcements are to be transcribed 50 seconds long instead of one minute, and will be available for local sponsorship.

Sales personnel of stations may continue to lease subjects of the messages three weeks in advance of broadcast by consulting the table in each issue.

JOAN DAVIS, of the weekly NBC Joan Davis Show sponsored by Real- test Inc., has signed a film contract with KKO Radio Pictures Inc.

WWJ Forum Sponsored By Store Minus Plugs NO COMMERCIAL announcements are heard on the WWJ Detroit Victory Round Table (7:45 p.m. Fridays), although the program is sponsored by J. L. Hudson Co., second largest department store in sales volume in the country. Courtesy credits are given at the beginning and close of the forum-type program.

Prominent state and city officials, as well as civic leaders, military officers and others widely known take part in weekly discussions, at which George Stark, newspaper columnist, president of the Detroit Historical Society and author of City of Destiny, a history of Detroit, is moderator. Stark recently was named City Historian of the motor metropia. Victory Round Table is one of these public service programs sponsored by Hudson with no commercials.

Simons-Michelson is agency.

Calavo Spots

CALAVO GROWERS OF CALIFORNIA, Los Angeles (avocado), announced this week to start a one-week sponsorship of programs in Home Forum on WRC, Washington, D. C. Cooperative group on Jan. 17 starts a similar campaign on KPO, San Francisco, utilizing three weekly participa-

Calvo Spots

S P. Travel Spots

SOUTHERN PACIFIC Co., San Francisco, urging public to eliminate unnecessary train travel over Christmas, in a five-day campaign which ended Dec. 15 used an approximate total of 200 transcribed one-minute announcements on 14 Southern California stations. List included KGJF KMMJE KJHJ KMC KFWB KEXP KJXK KWMJ KGER KTMJS KPRO KXO. Agency is Foote, Cone & Belding, San Francisco.

TALKING LIBRARY

KDKA Science Discs Now Available to Schools

AS A RESULT of numerous requests from teachers and testing House Research Laboratories are now making available to high schools a limited number of programs selected from its weekly radio science feature Adventures in Research. Transcriptions are now supplied free of charge to the Federal Radio Education Committee of the U. S. Office of Education, Washington, D. C., which will loan recordings to schools.

Covering subjects ranging from household electric appliances to rocket research, Adventures in Research begins nearly two years ago as a local feature on Pittsburgh station KDKA and is now heard on more than 100 stations in the United States and Alaska from where it is broadcast to American troops in the Allies.

Leading personality of the program is Dr. Phillips Thomas, veterinary ophthalmologist, who explains technical scientific matters in simple, everyday language. Dr. Thomas is a member of the broadcast board of directors, and plays the man-on-the-street. Realistic effects are achieved by the laboratory atmosphere in the studio, with actual experiments conducted occasionally during the broadcast.

Page 20 • December 20, 1943
In the primary areas served by the stations of Westinghouse are 18,000,000 people. Twice as many people as there are in the Army. Roughly one-seventh of all the people in the continental United States. Running a big hotel . . . even a chain of hotels . . . is fairly simple compared to catering to this enormous potential audience. It calls for balanced programming . . . a proper proportion of news to entertainment to church services to sports to market reports and so on.

Westinghouse programming is meeting the need, too, as improvement follows experience and as business ethics and audience research monitor the whole procedure. Not only are the country's top shows, NBC's Parade of Stars, available to these eighteen million people, but the abilities and facilities of Westinghouse programming are put behind local programs as well.

The end-result for sponsors is that all-important Westinghouse Response Ability on the part of these 18,000,000 house-guests . . . these Westinghouse guests.
McIntosh Says Maintenance Low Point Is Past; Luncheon Heats on Video for Stores

POST-WAR developments in the allied fields of radio, FM and television will cause significant changes in the American home as well as in American buying habits, according to the featured speaker last Wednesday at the December meeting of the WPB's Radio Advertising Club, luncheon at the American Marketing Assn. at the Hotel Sheraton, New York.

Frank H. McIntosh, chief of the Domestic and Foreign Branch of the WPB Radio & Radar Division, spoke on “War Production of Radio-Radar Equipment—Effect on Post-War Radio, FM and Television.” The possibilities of display advertising through television for department stores in the not too distant future were explained by the second speaker, Ira A. Hirschmann, vice-president of Bloomingdale’s New York department store, and Metropolitan Television Inc., owner and operator of the New York FM station, WABF.

Receiver Picture ‘Good’

Giving first publicity to the findings of the WPB survey of consumer requirements, which covers the radio home set maintenance problem in a series of several questions, Mr. McIntosh said it had revealed that the total requirement “for maintenance and repair, compared to the military production, is still 60%.” During the address he had pointed out that military electronic production now totals as much in 20 days as the industry formerly produced in a peak year prior to Pearl Harbor.

“It can be seen,” he said, “that in general the radio picture is good; that we still have more than an average of one set per home and that practically 90% of the homes are equipped with radio. It does show, however, an increase over normal times in the number of radio homes without radio service. This figure is 7.8% according to this (WPB) data, while the pre-war figure was something between 4 and 6%.

“In connection with our program and plans for the coming year we have included a minimum requirement for 3 million sets in our radio and television schedules—production of radio receiver tubes and the production of tubes for civilians has been concentrated on types known to be needed in the armed forces. We can expect a sudden and complete recovery of this relatively small percent, we do expect a definite improvement in the situation. Necessary steps to provide a balanced stock of tubes at each manufacturer’s plant for his distributors, made necessary by the concentration of types to increase production are being made this time.”

Mr. McIntosh had stated that the “low tide (for civilian tubes and parts) has been reached” and that “conditions will not be worse but definitely better in the future.”

Will Not Supplant

Although Mr. Hirschmann predicted that production, the effort to find the solution to the present static window display will eventually find their answer in the dynamic television screen, he warned against the dangerous impression that “immediately or soon after the war a fully operating television set will be in everybody’s home,” or that “television will be the answer to all the problems of the merchant, who with or without the frustrating picture business, the radio business, or the newspaper business.”

Expressing the hope that department stores will realize the necessity for good standards of programming for television in its early stages and will begin now to study television technique, Mr. Hirschmann spoke of the way in which “stores have funneled radio, in the use of the radio.” “When it was a new medium they ignored it,” he said, “then feared to use it, and finally edged into it the wrong way. I see symptoms of stores finally coming around to approaching radio in the intelligent way and I hope they will stick to it.”

Television by department stores “will offer a miniature show window in everyone’s home,” he continued, and use of the new medium will help “bridge the gap between the merchant and the individual customer.”

See Video Problems

Discussing post-war probabilities, Mr. McIntosh posed the question whether wartime developments would “open a new world after the war,” and to this he gave a “yes and no” answer.

Marked technical advances are being concentrated on specialized equipment, some of it of purely military value. “There are operational problems which may be more of a controlling factor than the technical advances during the war,” he pointed out.

The greatest demand, Mr. McIntosh said, will be “for home radio receivers, and the greatest technical advance that will have something definite to offer to the public is television, ‘we’re FM also has some definite appeal.’ He continued that there are many things to be done in the television field before it can be said to be on the road to full development. Among these are:

1. Channels must be determined
2. Standards of quality and determination of specific technical factors must be made.
3. Production of home sets and methods of programming must be developed.
4. A commercial market must be available in order to provide an impetus to move forward in this field.

In regard to the marketing of home receivers, the speaker said that “sets are not necessarily purchased because they are needed nearly as much as because they are sold by some new feature or gadget. Mr. McIntosh said that in determining problems and help him find solutions for them. A presentation of Swift advertising plans for 1944 reveals that Davis, S. H. & Co., of Chicago, IL, on the blue five times weekly, will continue offering help to distributors and help in the cost of meat, tying in with the government’s food program.

SET UP KEEP IS GOOD, MARKETING ASSN. IS TOLD BY WPB OFFICIAL

McIntosh Says Maintenance Low Point Is Past; Luncheon Heats on Video for Stores

LATEST FROM DES MOINES Cowles stations to enter the armed services are three members of KSO and KRNT who have joined the Marines. Left to right: Gene Shumate, news and sports; Mable Boddicker, publicity; Bill Baldwin, announcer and musician. Miss Boddicker is now in training at Camp Leabe. N. C. Shumate and Baldwin are both stationed at San Diego. Service flag of Des Moines Cowles stations contains 26 stars.

SMITHS SALES CIRCUT

Hears Company Policies; Plans
For 1944 Advertising

HOLDING a radio sales meeting over a closed circuit, over 3,000 Swift & Co. personnel gathered at Blue Williams Hotel, 11 to hear John Holmes, president, say that goodwill is company’s most valuable asset in post-war planning. Mr. Holmes outlined Swift’s wartime policies of first, doing everything possible to help the war and second, safeguarding quality and making every effort fairly to distribute available civilian supplies. O. E. Jones, vice-president in charge of sales, described the salesman most needed today as one who has the vision and imagination to plan in dwellings the problems and help him find solu-

TUNES CHANGE

LEWIS-HOWE Co., St. Louis (Tunam), on Jan. 18 replaces France Smith with Janie George on 126 NBC stations, Tuesday, 8:30-9 P.M. (EWT). Built around adventures of a 15-year-old girl, comedy-drama series stars Louise Erickson and Dix Davis. Art Baker will announce. Roche, Williams, & Construction, Chicago, services the account. Packaged by James L. Saphery Agency, Holly-

LEGAL SPOT

DR. L. D. LEGEAR MEDICINE Co., St. Louis (Moen) begins thrice-weekly news and spot announcements for the first time with the fact that the thrust of assignments by the last 17 million and 21 million home receivers is to stock the shops, not the stores. Mr. McIntosh said, on the basis of deferred demand brought about by cessation of production in April 1942. These sets are likely to be of higher quality than pre-war models, he said, due to the fact that manufacturers have become accustomed to working to military specifications. Having been tooled and graded prior to quality producing “will find it to their advantage both economically and from a sales standpoint to continue in a measure their present high standards,” he said.

TRIBUTE TO INDUSTRY

Mr. McIntosh paid high tribute to the radio manufacturing industry, which is now in a position to convert the pliant to military production. He cited the remarkable military victories scored through use of electronic devices. These few facts gather of warships at night by gun fire through electronic detection and ranging devices, the defeat of the submarine defense in the North Atlantic by equipment used in patrol bombers and surface vessels and the surrender of the Italan fleet brought about by broadcasts on the international distress frequency.

Reviewing the problems encountered by the industry in converting to war equipment, he traced the steps taken to meet these difficulties. One of these was an extensive program of standardization of component parts for home receivers. Four standards developed and adopted under the procedure of the American Standards Association reduced the number of vacuum tubes in use from 2,700 to 12; of electrolytic condensers, from 450 to 10; of paper type condensers, from 370 to 9, and of condensers and chokes, from 250 to 12.

Production requirements due to military demand are still going up, he said, quoting the slogan: “For every three in ’43, we need four in ’44.”
Merry Christmas

WCOP

BOSTON
SEASON'S GREETINGS
As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.
No ... YOU wouldn't buy a coat that fits like this one!
And so it is with radio ... you don't buy a station
that gives you coverage you don't need ... and you
don't buy a station that doesn't completely cover a
market. You want a station with coverage that fits!
Without paying for excess coverage that trickles over
into other miscellaneous markets in which you are not
interested, or overlaps other radio stations on your list!
Concentrated coverage, saturation of the nation's 6th
largest market, is yours for the asking.

In Baltimore, the station that does just that is WFBR,
with a signal that is strong enough and clear enough
to reach into the homes of over a million people that
live in the city that is the 6th largest in the country.

WFBR
RADIO STATION
BALTIMORE
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
Development of Armed Forces Network Praised as Achievement of Col. Lewis

SMASHING all barriers of distance, psychological as well as geographical, the Morale Services Division of the Army has developed in 18 months the largest network in the world to bring radio to American troops in all theatres of war. Employing every medium of broadcast ng, from 100,000 watt shortwave transmitters to the old acoustic spring-wound playback, the Armed Forces Radio Service is carrying radio in some form to the soldiers, sailors and marines, wherever they may be stationed.

The story of this achievement, credit for which goes to Lt. Col. Thomas Lew's, former vice-president of Young & Rubicam, who heads the Armed Forces Radio Service, was told recently by Capt. Martin H. Work of the Division in an address before the Los Angeles Advertising Club.

Started from Scratch

Col. Lewis was given his biggest "account" to handle when he took over the radio operation for Morale Services, a job to inform, educate and orientate, through the medium of radio entertainment, 11 million Americans removed from established radio facilities. Starting from scratch, Capt. Work recalled, Col. Lewis had to tackle problems which embraced production, transmisson, distribution and reception.

Recruiting his key men from commercial radio, Col. Lewis started his first program in July 1942. It was "Mail Call," a half hour "letter from home" once a week. By last September, the Morale Services Division was turning out 42 hours of programming a week, of which 14 are written and produced by the Division to meet special needs of the armed services and the remaining 28 of which are reproduced from network programs with commercials deleted.

The most difficult problem which faced the Division was the dissemination of programs—the problem of reaching the Marines on Tarawa, the pilots in China, the men on the Aleutians. The Division found that it had to bring every medium of broadcasting into play to solve this problem.

Thousands of hand-operated play-back machines have been sent to areas where there is no electricity available and transcriptions of programs are being supplied continually to these areas, in some places by parachute from transport planes. The "modern victrola" was the first instrument used in bringing radio programs to troops and is an important medium of distribution.

Stations Discovered

Local stations serve as the basis of the Armed Forces Radio Service. Australia, most of the Middle East, and parts of Alaska are covered by these stations. The Division discovered foreign stations which most Americans never knew existed. Last January, seven of these stations were releasing AFRS programs. Today, there are 120 stations from Diego Suarez on Madagascar to Suva in the Fiji Islands transmitting the programs.

Another medium is the shortwave transmitters, operated by the OWI Overseas Branch, which now beam 420 hours of AFRS programs a week to the various war theatres. Thirteen transmitters broadcasting on eight different beams from the east and west coast broadcast presidential talks, sports events, and other current happenings. Shortwave reception, however, suffers from atmospheric disturbances, enemy jamming, and lack of powerful receivers by the average soldier.

To the playbacks, shortwave transmitters, and local foreign stations, the Army has now added American Expeditionary Stations which the AFRS decided were necessary to obtain adequate coverage. Beginning last March with the installation of a transmitter in Casablanca, this project has grown to 46. These stations, which move with the troops, have been established in Trinidad, Panama, New Caledonia and Newfoundland and will soon be found wherever American troops are stationed.

In places where radio cannot be received, turntables and public address systems carry the programs. Army hospital ships and troop transports are beginning to receive a two-hour supply of transcriptions daily with similar arrangement for submarines.

For VICTORY Today . . . and Tomorrow!

Production for Victory is a half billion dollar industry down in KWKH-land.

And while we're producing for Victory today we're building for Victory tomorrow. It's a "must" market for alert advertisers who want to sell now—build sales for the future.

Recently published. Write for your free copy of KWKH net circulations day and night maps

C BS

50,000 WATTS

WBNX

5000 Watts

5000 WATTS

NEWS FREE COPY OF KWKH NET CIRCULATIONS DAY AND NIGHT MAPS

K W K H

50,000 WATTS

REPRESENTED BY

THE BRANHAM CO.

BROADCASTING • Broadcast Advertising

December 20, 1943 • Page 27
IS TELEVISION READY?

I am Alec Electron. I know all about Electronics, Electricity, Radio and Television. I'm here now to bring you up-to-date on Television.

1. Is Television ready?

Yes: 9 U. S. Television Stations are broadcasting regularly. There are three in New York, including station W2XWV operated by DuMont, one in Schenectady, one in Philadelphia, two in Chicago and two in Hollywood. Wartime manufacturing restrictions retard Television's expansion today.

2. When will new Television Receivers go on sale?

New Television sets probably will be available within 6 months after peace in Europe. Many Television sets are in use today. Major price distribution was by five manufacturers, one of which was DuMont.

3. What will be the sizes of Television pictures?

Depending on the size of the Receiver, from about 8” x 10” up to approximately 20” x 24”.

4. What will be the sizes of Television Receivers?

Virtually the same as radio receivers—from the size of larger portable to wide-screen de luxe console models.

5. What will Television Receivers probably cost?

The first models of Television Sight-and-Sound Receivers probably will range from $200 to $700.

6. How far can Television programs be broadcast?

Today, the best reception is within 60 miles of the station. Engineers hope, by using improved equipment, to have Television networks cover the world.

7. Will Television carry news, sporting events and motion pictures into your home?

Yes: Television can carry any scene that cameras can record, whether it be from the studio or from the field.

8. How perfect will Television pictures be?

Now, Television is as good as 16 mm. motion pictures; after the war it may equal theatre motion pictures.

9. Who invented Television?

Many engineers have made valuable contributions. It was Allen B. DuMont who brought from a laboratory curiosity to commercial reality the heart of the modern Television Receiver—the Cathode Ray Tube.

10. What part will DuMont play in post-war Television?

DuMont's Television activities will fall in three divisions: the manufacture of fine Television Radio Receivers; the operation of its own commercial Television Stations; and the manufacture of Precision Electronic Equipment for Television pick-up and transmitting stations. 3 of the 9 Television Stations now regularly on the air are DuMont equipped.

Women of Philadelphia NAB station, who organized in October, added three new members at their second meeting held Dec. 10. newcomers are Dorothy Findlay Bidde, news commentator of WHAT; Polly Whitaker, of the WDAF program department, and Mrs. William Thomas, new promotion director of KYW. Guest speaker at the second get-together was Dorothy Levine, the orator of listen- 

Women of Philadelphia. "TOUR of the Army's first overseas type hospital train was conducted recently for the benefit of the KOA Denver audience by announcer Jack Hitchcock. Program which included special opening and closing announcements, as well as description of the hospital unit was broadcast from Denver's Union station where the train was on exhibit.

WEIM Fitchburg, Mass., has appointed the Walker Co. as exclusive networing representatives.

FRANNY MURRAY, WIBG Philadelphia sportscaster and former Penn All American, awarded gold enameled football for the players selected by his All-Scholastic Advisory Board to make up the WIBG All-Scholastic. Presentation was made on a special broadcast. Selections are made from Philadelphia high school squads.

WHEB Portsmouth, N. H., new publication, "Radio Forecast", is now being distributed. Program listings, notes and program highlights are contained in the four-page sheet which supplements the usual program-style used by the station.

BRIGHT Christmas edition of "World of Television" has been published by the Manitoba Telephone System, Winnipeg, radio branch of which is CKY Winnipeg and CKX Brandon.

WCKY Cincinnati is participating in the current Hamilton County War Chest Drive with special programs and station breaks.

RUTH LYONS, who presents the "Monte Carlo" program over WSAI Cincinnati, announced that the program is sponsoring its usual Christmas party for the benefit of the local Children's Hospital. Party is broadcast from the playroom of the hospital 24 hours before Christmas.

FIFTH anniversary of WOR Boston 920 Club participation program Dec. 22 will be celebrated by a special cocktail and dinner party tendered the WOR staff by station manager George Lasker.

KLX Oakland, Cal., has inaugurated a new policy by which all hourly news periods, after the closing commercial, will be followed by some heartly service tune before another commercial is allowed on the air. Set-up abolishes the so-called "hit-and-run" announce- ment. Station is also cancelling out all five-minute announcements, effective immediately for many but still continuing until expiration of contract for a few. Opening and closing announcements on other shows have been reduced to one minute in length.

In order to boost local sports, CJAT Trail, B. C., has distributed a 48-page booklet giving 1944 hockey rules, listing all sport events for the winter season. There is no boxing, baseball or hockey in the booklet, except the station's plug: "Distributed by CJAT-Trail's Community-Minded Station." To as- certain what features of Victory Bond drives the listener public likes and does not like, CJAT is asking listeners to write in their views on Victory Bond publicity of the past campaign. Results will be turned over to the local National War Finance Commit- tee to aid in preparation for the Sixth Victory Loan drive next spring.

POPELE OUTLINES FUNCTIONS OF IRE

TO ACQUIEINT the radio and advertising press with the purposes and functions of the Institute of Radio Engineers, the IRE publicity committee, headed by J. R. Poppele, chief engineer of WOR New York, gave a press luncheon last Tuesday at the Commodore Hotel, New York, where the IRE will hold its winter meeting Jan. 28 and 29, under the chairmanship of Dr. E. E. Shackleford, RCA. Program of Poppele will include a symposium on the work of the Radio Technical Planning Board, headed by W. R. G. Baker, vice-president of General Electric Co. and RTPB chairman, and a session on Army broadcasting, conducted by E. J. Jett, FCC chief engineer. IRE publicity committee, in addition to Mr. Poppele, includes: E. K. Cohen, CBS direct- or of engineering; O. B. Hanson, NBC vice-president and chief engineer; George O. Milne, chief engineer, BLUE; George McElrath, NBC operating engineer; Tom Ken- nedy, radio technical editor, New York Times; Keith Henney, editor Electronics.

zones Announced

IN AN EFFORT to aid the Post Office speed up mail handling, Chicago stations last week began to announce their postal zone numbers after each station identification. According to Harry Temple, War Program Director of WLS Chicago, that station was the first to put the mailing expedite effort into effect. WLS has been announcing its postal zone number after call letters since Nov. 1. Jules Herbuevaux, program manager of WMAQ Chicago, explained that postal zoning would not be announced on WMAQ until NBC de- 

WOR-FM, the FM station of WOR New York, has changed its call let- ters to WFMK. The WINS New York has issued a new rate card effective Jan. 1, 1944 in which rates are now the same for both daytime and evening hours. Dollar volume discount has been added in addition to regular discounts.

WCCO Minneapolis again this year sponsored a trip for the Minnesota State Health and Queen to the National 4-H Club Congress in Chicago.
TWO ANNOUNCEMENTS PRODUCE

2,017
REQUESTS FOR
A PICTURE OF

THE "OZARK RAMBLERS"

Replies came from an area of 13 midwestern and southeastern states, proving not only that the Ozark Ramblers are immensely popular... but also that KXOK has unusual listener interest, plus wide coverage.

The offer was made on two regularly scheduled Ozark Rambler programs on KXOK—6:15 a.m., Oct. 18th, and 12:45 p.m., Oct. 22nd.

*Yes... these results are remarkable,* considering that one of the greatest mail pull stations in the nation with 10 times the power of KXOK recently pulled only slightly more on a two announcement offer!

KXOK
SAINT LOUIS, MISSOURI

630 KILOCYCLES • 5000 WATTS — FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times
AFFILIATED WITH KFUR, COLUMBIA, MISSOURI • REPRESENTED BY JOHN BLAIR & CO.
Advisory Group Idea Proposed
To Aid Medical Use of Radio

Government’s Success
in Use of Medium Is Told
At Meeting of Health Education Conference

RADIO as a medium for disseminating health information to the public was discussed between radio executives and leading health officials last Tuesday at the fourth annual Health Education Conference at the New York Academy of Medicine.

Dr. Iago Goldston, executive secretary of the Academy’s Committee on Medical Information, called for a plan whereby the three types of health organizations—voluntary, governmental and medical—might correlate activities.

As an example of one of the many “health talk” programs, Dr. Paul Lazarsfeld, director of the Office of Radio Research of Columbia U., broke down a recent broadcast on the subject of the X-Ray, which had been studied by his “program analyzer” method.

OWI’s Success

Recommending that health education groups place their messages on network, regional or local programs whose listening audiences are already established, Philip H. Cohen, chief of the Domestic Radio Bureau of the OWI, explained how successful this method proved when the OWI was first faced with the problem of instructing the American public at the start of the war. He pointed out that in the past year radio has contributed about $105,000,000 in time and talent to governmental war messages.

The complexity of the radio field and the necessity of catching the listener’s interest with candid and artistically presented facts on health were points brought up by both Frank E. Hill of the CBS education department, and Dr. Alan Gregg, director of The Medical Sciences of the Rockefeller Foundation.

A definite remedial step to help the health educators do a better job via radio was offered by Dr. Ernest L. Stebbins, New York City Commissioner of Health. He suggested organization of an advisory committee of health education representatives who could work with the broadcasters on the best program techniques of presenting public health information.

Willard D. Egolf, NAB assistant to the president, said the four major networks in the past year had presented some 902 programs on subjects pertaining to public health. Of this 902, 22 were placed in class A time or 6-11 p.m., while 875 were in class B time (9 a.m.-6 p.m.), and five were in class C time before 9 a.m. and after 11 p.m.

Leon Goldstein, special features director of WMCA New York said 29 such programs were given in November on five local New York outlets.

To put on “good” health education programs, Dr. H. B. Summers, manager of the public service division of the BLUE, advised the medical profession to “consolidate” its many branch organizations, to “prepare and make available” a list of good speakers in the profession who might develop into real radio personalities, to allow professional scriptwriters more freedom in putting health or medical broadcasts into “laymen’s language,” and finally to give the professional men selected to speak on programs more time to prepare and rehearse for coming broadcasts.

Approval of the health education committee to study and supervise broadcasts was voiced by Dr. Lyman Bryson, CBS director of education, while Miller McCintock, president of Mutual, summed up the day’s meeting with the opinion that such a committee should provide itself with a staff capable of producing test shows of the health education type, as well as serve as a liaison. Morris Novik, director of WNYC, suggested that perhaps health educators, with the assistance of the stations or networks, might build up a program or programs of such high calibre that in time a sponsor or sponsors could be found to present them in much the same way the major symphony orchestras, for years sustaining features, are now commercially presented by national advertisers.

Meat Series on Blue

AMERICAN MEAT Institute, Chicago, on Jan. 16 begins sponsorship of The Life of Reilly, a half-hour dramatic program, Sundays, 2:20-3:00 p.m., on 157 BLUE network stations. Contract is for 52 weeks. Agency is Leo Burnett Co., Chicago.
One Part Hollywood—One Part New York
— Mix Well in Chicago

OUT in a California training camp, a couple of thousand soldiers are howling their heads off at a gag... the band plays a short fanfare... applause... the announcer comes in with his commercial.

A neat, smooth operation—yet the comedian and announcer are 3,000 miles apart, and probably have never met each other. They're "mixed" in a studio in Chicago.

When there's to be a pick-up from any out-of-the-studio spot, NBC sends equipment and engineers to the scene two or three days ahead of time. They set up a circuit between that pick-up point and the "mixing" center. If the commercial or other announcements on the program are to come from New York, they will go over a special NBC circuit direct to the same "mixing" point.

The mixing engineer gets his cues and his timing by telegraph. Then he sits down before an NBC mixer—and with a flick of the wrist performs the miracle of blending together a comedian on the coast with an announcer from the east—so subtly that it sounds as if they were both sitting in the same room!

NBC engineers helped develop this miraculous mixer—which automatically fades out a voice from one source and fades in a voice from another source.

Perfecting devices and operations such as this, working out every new means for making broadcasting more effective, increasing the scope and richness of radio through every resource at its disposal—these are some of the things that make NBC "The Network Most People Listen to Most."

— The National Broadcasting Company
America's No. 1 Network - A SERVICE OF RADIO CORPORATION OF AMERICA
...Give An Advertiser * A Horse He Can Ride

(And Radio Stations, Too)*

Tall Enough, So she won't drag your feet! The Texas Rangers transcribed library of western entertainment is riding to new heights with a selected list of blue book nationally known advertisers—on America's prestige radio stations.

Plump Enough, So she's sure riding from mane to tail! The Texas Rangers music with mass appeal has been solid comfort to advertisers large and small—dealing in bread to hair tonic—from Maine to Honolulu.

Fast Enough, So she's a winner in every race! The Texas Rangers with its flexible program building is receiving testimonials daily from those in the saddle—dealing in beer to cold tablets—from Minnesota to Louisiana.

Gentle Enough, So she's easy on the pocketbook! The Texas Rangers with its Hollywood and network radio talent has a reasonable feed bill, whether it's for fashionable stables in New York or for a little gray barn in the West.

Yet, Spirited Enough, So she's worth the owning! The Texas Rangers is one transcribed library that hasn't been ridden by every Tom, Dick and Harry. If you're one to treat her right, we'll be glad to give you a breeze about the paddock in the form of a sample program. You won't have to buy her, of course.

An Arthur B. Church Production—Write George Halley, Pickwick Hotel, Kansas City, Mo.
UNIQUE educational feature heard weekly over WLAC Nashville is Children Analyze the News, sponsored by Bell's Booteries, Nashville, which has just renewed its contract for 62 weeks. Children of grammar school age, chosen by their teachers for their grasp of world events and general alertness, constitute the participants in the program, discussing and analyzing current news events and trends. Paul Oliphant, WLAC program director, is moderator and announcer for the show which went on the air last December under the sponsorship of the Middle Tennessee Radio Council, a group made up of leading educators and civic workers.

Testing Bureau ITEMS advertised on Around the Town, conducted daily on WTCN Minneapolis-St. Paul by Ann Ginn, are tested by the Northwest Home makers' Testing Bureau, also conducted by Miss Ginn. The Bureau meets regularly and is attended by approximately 100 women who test and report on the quality of products on the market, offering their comments and criticisms. Many manufacturers have declared the value of this bureau.

Service News NEWS of interest to women who have husbands, relations or friends in the armed services is the theme of Your Army Service Forces, a half-hour weekly program on Mutual, presented as an official War Dept. series with Lt. Katherine McCune as mistress of ceremonies. Capt. Harry Salters orchestra and guest stars.

Shortwave NBC has added two domestic song programs, Music from Manhattan, and Lizu Morrow, to its shortwave schedule for South America. Announcements are in Portuguese. The NBC-BBC international exchange variety program, scheduled to start Dec. 11, has been postponed till Jan. 1.

Election Idea AN IDEA for handling election returns comes from WHYN Holyoke. On election day, Dec. 7 in Holyoke and Northampton, Mass., WHYN carried complete returns as they arrived, and as soon as results were tabulated, the victorious candidates took the air.

Purely Programs

Phone Quiz EXEMPLIFYING the program title, It Pays to Listen, a five times daily five-minute telephone quiz has been started on KMPG Beverly Hills, Calif. Listeners knowing the correct key word if their number is dialed receive a cash prize. Money for losing listeners goes into the jack-pot and is awarded next person with correct answer.

Dramatics THE BLUE will encourage new talent through a weekly half-hour Saturday series starting Jan. 1 under the title On Stage, Everybody. Entertainers who pass the auditions will be limited to five-minute performances. Script material is solicited from professional comedy and dramatic writers.

Maritime Series BASED on actual data from files of U.S. Shipping Administration, weekly half-hour program, We Deliver the Goods, was started Dec. 4 on CBS stations, Sunday, 2:30-3 p.m. (EST). Series features stories of Maritime Service heroes. Merchant Marine band directed by Lieut. Roberts supplies musical background. Lou Merrill is dramatic narrator.

Service Show MORNING program for men and women in uniform has been started by CKWS Kingston, Ont., entitled Servicemen's Reveille, 7:33-8 a.m. News of coming events, sports and social affairs for those in uniform are aired four mornings weekly on this program.

This is the second of a series highlighting the cities of the lush KFYR area here in the Great Northwest. Individually, these cities are relatively small markets...but, taken together, they form a tremendous market which the alert advertiser cannot afford to overlook.

Listening figures are based on a recent survey by Commercial Service Company of Bismarck. A cross-section of listeners was asked, "What is your favorite daytime station?... favorite nighttime station?" The percentage of those replying in favor of KFYR proves that KFYR is dominant in the Northwest.

<table>
<thead>
<tr>
<th>Devils Lake</th>
<th>Rapid City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorite daytime station</td>
<td>KFYR 57.5%</td>
</tr>
<tr>
<td>Favorite nighttime station</td>
<td>KFYR 62.4%</td>
</tr>
<tr>
<td>Retail sales per family (1939)</td>
<td>$2,917</td>
</tr>
<tr>
<td>Airline miles from Bismarck</td>
<td>131</td>
</tr>
</tbody>
</table>

Ask any John Blair man for the complete KFYR coverage story
There's a Christmas rush on telephone wires, too

Help keep war-crowded circuits clear on December 24, 25 and 26.

Please use Long Distance only if it is vital.

War needs the wires—even on holidays.

BELL TELEPHONE SYSTEM
Two Sponsors Use WOR for 18 Years

Dugan Bros., Paton Products Are Station's Oldest

OF THE 300 advertisers using WOR New York this year, 65 or 22% have been on the station from 4 to 18 consecutive years, according to a survey.

The record for continuous advertising is shared by Dugan Bros., for Whole Wheat Bread, and Paton Products, for Golden Blossom Honey—both companies having participated in Alford W. McCann's "Pure Food Hour" for the past 18 years. Two other food accounts—Dole's Pineapple Juice, and Rich mond Chase Co., for Heart's Delight Canned Fruit—have used the same program 15 consecutive years.

Macy On 12 Years

R. H. Macy & Co., department store, has been on WOR continuously 13 years, and Maryland Pharmaceutical Co., 12 years. In the nine-year bracket are Carter Products Co., Fischer Baking Co., and John Morrell & Co., while Atlantic Refining Co., Breuer Ice Cream Co., Philadelphia Dairy Products Co., N. J. Bell Telephone Co. and Serutan Co. have used the station for eight years.

In the seven-year group are Hoffman Beverage Co., B C Remedy Co., Pinex Co., Procter & Gamble, Olson Rug Co., Delaware Lackawanna and Western Coal Co., N. Y. Telephone Co., Longines-Wittnauer Co., Bambarelli and Davito, Bristol-Myers Co. and Select Theatres.

In the six-year category were P. J. Ritter Co., Manhattan Soap Co., R. B. Semler Inc., V. La Rosa & Sons, Whetstone Corp., Howard Clothes Inc., Bayuk Cigars and Consolidated Cigar Corp.

Sixteen advertisers have used WOR consistently for the past five years: Jacob Ruppert Breweries; Grove Labs., Vick Chemical Co., Gillette Safety Razor Co., Pepsi- Cola Co., Peter Paul Inc., Quaker Oats Co. (Full-O-Pep), Bond Stores, Lever Bros., General Cigar Co., Paramount Pictures, J. Martinson & Co., A. Goodman & Sons,

Owen Joseph Dowd

OWEN JOSEPH DOWD, 26, of Brocklyn, transatlantic operator at WJ's listening post, Valhalla, N. Y., died Friday, Dec. 10, of a heart ailment. Mr. Dowd won the Percy Maxim Memorial Award in 1939 for his aid in handling radio traffic to and from New England during the flood.

Richfield Oil Corp., Bulova Watch Co., and R. F. Davis Sales Co.


And So to Bread

ALL was serene in Seattle the afternoon of Dec. 8. Women who tuned in to KIRO at 3 p.m. for the Housewives Go to War program, heard Marion Guinn recite some mighty tempting recipes. She came to one for home baking. Time was growing short. Miss Guinn glanced at the clock. She had less than 30 seconds. Those listening heard her say, in her best graduate-home economist radio voice: "...and now you put the dough into a well-greased bed pan."

FOR THE FIRST time in its 14 years the CBS American School of the Air will continue during the Christmas holiday season, with a special group of 10 programs Dec. 20-31. A CBS lucrehse, first in an extensive promotion plan for the series, includes a packet of promotion material.

BROADCASTING - Broadcast Advertising - December 20, 1943 - Page 35
Man's mastery of petroleum moved another big step forward with the dedication of this huge fluid catalytic cracking unit at the Baltimore refinery of Standard Oil Co. (N. J.). Towering 23 stories skyward, it stands today as a key unit in wartime production of high-octane aviation fuel, synthetic rubber, and TNT. It will stand tomorrow as a key East-Coast unit in a new world of peacetime motoring and aviation.
MORE GIANT
R WAR--USABLE FOR PEACE

makes Baltimore one of the major producing centers for United Nations high octane gasoline--and a more important and permanent factor in post-war development of the U. S. Petroleum Industry

Again--Baltimore achieves leadership!
Baltimore has been a factor in the oil refining industry ever since 1865--only five years after the drilling of the world's first oil well. Now this giant, 14 million dollar "cracker" marks the newest stride forward in Baltimore's steadily expanding petroleum industry.
Baltimore is the fastest growing big city in the East. The present boom is merely an acceleration of a 25 year trend of growth and expansion in industry, in wage earners, and in payrolls. Baltimore's amazing diversification of industry insures continued progress.
In peace as in war, Baltimore is one of America's greatest markets--one of your soundest advertising investments. And Baltimore's Number One advertising medium is WBAL.

WBAL means business in Baltimore

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
License Sop

The FCC must have expected lots of fanfare and trumpeting last week when it extended the term of all broadcast licenses for five full years, the maximum term allowed under the law. The provision has been in the law since 1927. It took just 16 years for the FCC and its predecessor Federal Radio Commission to get around to this!

Of course the extension is desirable. The short-term licenses, authorized by Congress when the original act was written because radio then was in a state of confusion; the law had "broken down" and stations had been jumping on frequencies indiscriminately. It was to bring order out of technical chaos that the law was so written. There was a reallocation in 1928 to correct the basic technical abuses. More than 100 stations were tossed off the air because they had exercised "squatter's rights."

The extension is a sop. It is so much window-dressing. It comes after members of the Senate Interstate Commerce Committee rather pointedly had questioned the short-term license and the lack of stability it necessarily engendered. It comes after the arbitrary multiple-ownership order, and at a time when the Commission is committed to decide the newspaper-ownership issue. It is an effort to do something sweet to counteract, in some measure, the bitter.

While on the subject of licenses, the FCC should come forward and recommend not three year tenures, but 20 or 50-year licenses. It has the power to invoke revocation proceedings whenever there is a justifiable basis.

Political Rates

A POLITICAL year is coming up. The elections will be national, state and local. Politicians predict the hottest campaigning ever. Already the tempo has given rise to discussions about political rates for time. Candidates, or some of them, protest premium rates for political time. The policy varies; some stations charge regular rates, others double rates.

There is justification for premium rates, according to practical broadcasters. Radio programming requires constant balancing if an audience is to be maintained. The quickest way to destroy audience (and hence the value of radio time) is to permit too much of limited or special appeal to get on, throwing out of kilter tried and tested programs of general appeal and following.

Thus, many stations in establishing rates for talks (commercial, political or otherwise) take into account the expense of offsetting schedule changes to retain audience. Moreover, the premium rate tends to encourage the speaker to edit his script sharply, say it in fewer words and reduce the time purchased. It makes for better radio and usually better listener reaction. Thus the premium rate isn't a penalty. It is a safeguard for the time-buyer because he is assured of better audience. And it is much easier on the listener.

Ask the Listener

Radio's future is now in the bosom of Congress. Hearings before the Senate Interstate Commerce Committee on the White-Wheeler bill have ended. The question, briefly stated, is whether the FCC should operate with the blank check handed it last May by the Supreme Court.

Now, to strip this issue of its heavy legislative verbiage and get down to plain talk. Who are those dissatisfied with American radio?

Men in public life—in Congress and on the FCC—refer to "the people" and the "public interest". True, members of Congress are the elected spokesman of the people. But those on the regulatory agencies are not. They are appointed by the President. But when they talk of "the public", we wonder whether they are not speaking as self-appointed custodians. They profess to speak the view of radio's audience of 100,000,000. But where is the authority? Who has complained?

It's high time, we think, to get the facts. Instead of this hit-and-miss conversation about too much "soap opera", or "killer-diller drama", or boogie-woogie, let's find out what the public thinks. All these men in public life, whether elective or appointive, are quick to bring out that American radio is the best in the world, but they, according to their own lights, feel it should be better. They fail to realize that many a station has given up the ghost, and that the mortality among radio programs is high—because the public didn't like them.

In America the majority rules—at least that was the concept of the Founding Fathers. Today, all too often, we have seen these self-appointed guardians of the nation's welfare and morals just assume authority. Is that what broadcasting and its manifold post-war off-shoots are faced with today? "By their fruits shall ye know them", was the Biblical quotation once used by the courts in upholding a depression case in which XIX applied to the FCC. It's clear that unless the FCC is checked, the result will be strangulation of radio.

How can we get the facts as to the desire of the body politic on broadcasting? The question is whether broadcasting needs a change in policy of the kind the FCC is foisting upon it. The answer is simple. Ask the people.

Let radio prove for itself whether the loud-voiced advocating such changes really speak for the people. Or whether they speak only of self-interest of the reformer-crusader breed.

We suggest that stations and networks take the question direct to the people. It can be done through a nationwide poll. Let an independent research or survey group handle the analysis and frame the questions. The Gallup poll, or Fortune, could follow it up. The press could pursue it, for certainly if radio's freedom falters, the press will be next in line.

The question can be put direct to the listener: "Do you think the Federal Government should regulate news broadcasts, commentators, types of programs on networks or through this station?" It could be broader or narrower. It could run a day or a week.

The listener will speak for himself. Radio is eager to abide by the results.

After all, the listener is our business.

Our Respects To—

Edward Raymond Borroff

Prospecting, smudging orchards, chasing an ambulance and skinning a dinkie aren't usually the forerunning experiences of a radio executive. Nor is the radio executive in this case, Edward Raymond Borroff, vice president of the Blue Central Division, a usual person.

A great-grandson of Sam Houston, Ed Borroff displayed the pioneer spirit at an early age, when he headed west to become a prospector. Gold in the hills or the produce of the land, either was in his agenda, but a lone fortune seeker he would be. That urge to eschew the common path to success seems to have stemmed from the time the youthful Ed was a cattle buyer, his father being owner of one of the largest livestock commission houses in the Middle West and his brother being a well-known stock appraiser. But about that time, during the end of Borroff's junior year at Illinois, he decided to listen to Horace Greeley and head for the foothills of the State of Washington.

There, however, instead of gold to pan, Ed found apples, orchard after orchard of them, so he decided to become a fruit rancher. But an early frost nipped his bumper crop, and Ed was no longer a fruit rancher. Then hearing that vast orchards of peaches were going to waste at Mos Coulee, Wash., Ed hied himself there, to learn that shipping the enormous, ripened fruit any distance was impractical. To the fore came Ed's sales instinct and via telephone he sold 3,000 cases of the peaches to residents and grocers located along the narrow-gauge railroad of the Coulee territory.

That season over, Borroff returned to sell life insurance in Louisville, Ky., leaving that field after two years to join a road construction company as chief "dinkie skinner." But skinning a dinkie was only a transient vocation for Ed, with mental and vocal constriction when called upon to address his grade school graduating class in Chicago. Since that time Ed Borroff has been noted more for actions than words.

After graduating with honors from Chicago's Hyde Park high school, alma mater of more than one Chicago radio executive, he enrolled in Liberal Arts at the University of Chicago and later took courses in animal husbandry at the University of Illinois. The course was to fit Ed for a career as a cattle buyer, his father being owner of one of the largest livestock commission houses in the Middle West and his brother being a well-known stock appraiser. But about that time, during the end of Borroff's junior year at Illinois, he decided to listen to Horace Greeley and head for the foothills of the State of Washington.

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RADIO-CONTROLLED TOOLS  
that construct direct from blueprint

The not-too-distant future gives promise of a new technique in manufacturing . . . production by radio. Amazing tests already have been made of electric-eye-controlled tools which make steel products direct from the blueprint, itself . . . and the process holds assurance of conversion for use in other fields.

Such scientific wonders are indicative of the vast new developments awaiting radio . . . striking potentialities of public service that belong to the world of peace to come.

WCAU has long fulfilled its pledge of public service, maintaining consistent leadership in its area through 21 years of progress . . . leadership based on superior programming and perfected execution . . . leadership certified by a dominance in listenership, proved by survey after survey.

WCAU, Philadelphia’s only 50,000 watt, clear channel, non-directional radio station, will maintain its leadership Tomorrow as it has in the past with still greater contributions to the art of radio and to the benefit and enjoyment of those it serves.
Our Respects to
(Continued from page 38)

ter threatening to end the road work, Borroff took a temporary job on the staff of KYW, then of Chicago. That was in 1923, and from dog-watch newsreader and general handyman, he became full-time announcer, then salesman and finally station manager.

Borroff was beginning to think "this is a business", especially when he was called on to report such historical events as the crash of the dirigible Shenandoah, and the death of President Harding.

Daily becoming more interested in selling, however, Borroff resigned from KYW in 1928 to join WENR Chicago, as sales manager. On March 1, 1931, when the National Broadcasting Company acquired WENR, he joined the sales staff of the Central Division, and nine years later was named sales manager of the BLUE central division by Harry C. Kopf, then its manager.

It was during these years as sales executive that Borroff's direct manner and forthright integrity became apparent as the foundation of his policy in dealing with associates and clients. Borroff still talks in crisp words as straight from the shoulder as a right cross, yet his candid, colorful attitude is somewhat tempered by a wry sense of humor which only occasionally takes a sarcastic turn to emphasize a point. Those who know him well say he is at his best when indulging in practical jokes. But when he is not in the mood for pranks, they know that someone in the woodpile is destined for the doghouse.

On Jan. 9, 1945, announcement was made to the radio industry that Edwin R. Borroff had been elected vice president in charge of the central division of the BLUE Network Company.

The first knowledge Borroff had of the announcement came to him that day over the long distance telephone. He was talking with Mark Woods, president of the BLUE in New York. After a few pleasantries and some incidental business, Woods remarked, "Oh, say, Ed. Congratulations. You're the new vice president in charge of the central division of the BLUE."

The office of which he had just been named head brought to Borroff supervision of the network's activities in Chicago, the Midwest, the Southwest and the South Central parts of the United States. Since assuming these duties he has been especially interested in radio's role in the life of a nation at war; recently he was named Chicago consultant for the OWI domestic branch radio bureau) and in radio in the post-war era.

Ed Borroff is married to the former Marion Law of Princeton, Ill., and has one son, Robert, age nine. His home is in a Chicago apartment. His two hobbies are golf and ships, and on fitting occasions he will address the piano keyboard and render an astonishing repertoire of Gay 90's tunes, or play popular songs on his accordion.

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Personal Notes

ENSIGN ROBERT G. PATT, former promotion manager of WHN New York, is in the South Pacific serving as communications officer in an LCI (landing craft infantry) group. He has seen action at Munda, Rendova, Bougainville and Treasury Island. A brother, Lt. (j.g.) Ralph H. Patt Jr., former manager of WPJ, Portsmouth, has been designated communications officer of a destroyer escort soon to be commissioned.

RUBY MACQUATTERS, member of the WHB Portsmouth, N. H., sales staff for the past four years, has left the station to become assistant manager of Peaseaway Manor Housing Area.

ARDEN X. PANGBORN, manager of KWG-KEK Portland, was recently elected vice-president of the Portland Ad. Federation.

ANDREAS AHERTON, formerly of the Technical Broadcasting, Hollywood, has been named head of advertising at KOPF Beverly Hills, as account executive.

HOLLY MOYER, formerly assistant manager of KFEL Denver, has joined KNX Hollywood as account executive.

MILTON HILL, formerly of the McCorry Co., Los Angeles agency, has joined KNX Hollywood sales promotion staff.

ROBERT L. KENNEDY, CBS program relations division manager, has returned to New York headquarters after conferences on the Pacific Coast.

JON HACKETT, for many years head of sports department, has rejoined WLC, Fort Wayne, Ind., and WING Dayton, Ohio, and recently manager of KWPC Hot Springs, Ark., has joined the Army.

WELLS H. BARNETT Jr., formerly sales manager of WLS Chicago, has been commissioned a second lieutenant in the Army Air Forces.

CLIFFORD J. RIAN, sales promotion manager of WHTC Minneapolis-St. Paul, has been appointed chairman of the public relations committee of the Minneapolis Committee for Post War Progress.

EARL MITCHELL of the NBC San Francisco sales staff resigned December 1 to enter business for himself. He is succeeded by Walter G. Tolleson Jr., of the KPO sales staff.

LOUIS G. COWAN, chief of the Radio Promotion Bureau, Overseas Branch, OWI, is the father of a girl.

A. V. BAMFORD, sales manager of KROW Oakland, Calif., has been elected a director of the Oakland Advertising Club.

JACK COOKE, general manager of Northern Broadcasting & Publishing, Tomahawk, Ont., and chairman of the Research Committee of the Canadian Assn. of Broadcasters, has returned from group meetings in New York to discuss the coverage data plan to be inaugurated by Canadian broadcasters early in the year. The plan is to be set up at the February meeting of the CAB at Quebec.

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Main Attraction in current issue of Esquire for Lloyd (Speed) Maddock, sports commentator of KROW Oakland, and Philip G. Lasky, KROW general manager, is not what you might think. Object of their interest is Maddock's article "Oakland, Home of the Screwballs", commentator's first score in big league writing.

McCLINTOCK LAUPS WORL D RADIO ROLE

USE OF American commercial broadcasting on a global scale to establish international peace and prosperity in the post-war era was urged by Mr. Mcclintock, president of MBS, in an address last Tuesday before the Sales Executives Club, meeting at the Roosevelt Hotel, New York.

"What I am proposing," he said, "is that American business use radio with that leadership throughout the world that it has upon its own continent; that it provide the facilities for international broadcasting; and that it solicit the interests of men in industry, both for their own profit incentives and the other objectives involved."

Pointing out that the mechanics of a global transmission system have already been established and that the next problem is providing the means of reception, Mr. Mcclintock suggested that there are "few better ways in which the interested governments could secure better understanding among nations than to dispense some of their largesse in terms of listening facilities."

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First in Alaska

970 KC KFQD 10,000 W
ALASKA BROADCASTING

Mr. Leipman of American Broadcasting Company

Page 40 • December 20, 1943

Broadcasting • Broadcast Advertising
Prestige, reputation, and character are principally a local matter. They embody all the things that have happened in the past—they are built up only after a period of years. They are awarded by the community in which you live.

In Chicago and the Midwest, these qualities are inherent in WGN, based upon a station policy of unceasing “service to the community.” They are a “plus value” you receive from WGN.
CHARLES HERBERT, who became CBS assistant network operations director last October, has been named a director in the program department.

DAVE GOLDEN, radio writer and former newspaperman, and at one time assignment editor on the New York publicity staff of the Treasury Dept., has joined WPAT Paterson, N. J., as continuity writer and publicity director. Chris Guinea, announcer, entered the Army last week. Art Raymond, former announcer, who has received an honorable discharge from the Army Air Force, has rejoined WPAT.

OTTIS DEVINE, former chief announcer of WSM Nashville, has been named program director of the station, succeeding Jack Stapp, now in the overseas branch of the OWI.

WILLIAM DOWDELL, news editor of WLW-WSAI Cincinnati, and Margaret Whitehead, newswriter and author, announce their engagement.

GRAYLE HOWLETT, sports editor of WGN Chicago, has been commissioned an ensign in the Naval Reserve and reports for active duty Dec. 28 at Ft. Schuyler, N. Y.

MINNESOTA Radio Council held its fourth anniversary meeting Dec. 5 at the Radisson Hotel, Minneapolis, in cooperation with regional NAB stations and the regional association of women directors. The discussions centered around the educational challenge to broadcasters especially after the war. Co-chairmen for the Tri-conference were: Edgar L. Hayek, KATE Albert Lea, Minn., NAB regional director; Mrs. George Palmer, national chairman, Federation of Women’s Clubs; Ruth Ross-holt, president, Minnesota Radio Council; Ann Gun, WTCN Minneapolis, NAB regional chairman.

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Surrendered ... to an old radio transmitter

Italy was tottering ... collapse of Mussolini's regime seemed imminent. But what of the Italian fleet at sea? Could something be done to bring it into an Allied harbor?

Naval commanders of the Allied forces hoped so; turned to R. Morris Pierce, chief engineer of WGAR, on leave to the OWI and stationed in the Mediterranean area. "Could terms of surrender be broadcast so all the Italian fleet would hear?" they asked.

There could be no guarantee the Italians would hear such broadcasts, Pierce advised, unless ... unless terms might be flashed on the international distress frequency to which all ships constantly listen.

No suitable transmitter was available, but Pierce volunteered to retune an old one to a frequency on which it had never been designed to operate ... a difficult task, even under the most favorable conditions. A few hours later, the terms of surrender were on the air!

The rest of the story is history. And, as Admiral Sir Andrew Browne Cunningham of the British navy watched the Italian fleet peacefully steam into Malta harbor, he paid a tribute to Americans and to American Radio. "They've accomplished in one day,"

he said, "what I've been trying to do for three years."

We of WGAR are proud that our fellow worker played such an important role in the surrender of the Italian fleet. We are proud, too, of our other men and women in the service ... of our engineers who are working as instructors and technicians, our writers, announcers, production men, stenographers and salesmen who serve Uncle Sam ... for these are the kind of folks who will help Radio play its part in winning the peace as it now is helping to win the war.

G. A. Richards, Pres ... John F. Patt, Vice Pres. & Gen. Mgr.
Edward Perry & Company, Inc., National Representative
DICK BURRIS has joined the news announcing staff of KSO-KRTV Des Moines, Bill Riley, released from the Army, has joined the news staff. Marjorie Hill, new to radio, has joined the promotion department, replacing Virginia Blach, who has joined the U. S. Cadet Nurses.

LEONARD EARLE CAMPBELL, formerly with WFOR Batssburg, Miss., has joined the announcing staff of WOCM Gulfport, Miss.

VIRGINIA ATKINSON has joined the all-girl staff of WXTO, station of WTAG Worcester, Mass.

AL CONSTANT, formerly with KHOW Omaha, has joined the announcing staff of WNAX Yankton, S. D. Marjorie Gies replaces George Johnston as head of the continuity department. Marjorie Mikelson has joined the continuity department. Marguerite Nahan is now head of the traffic department, replacing Ted Matthews, resigned.

Brothers Meet
SOME years ago Jim Barry and Frank Allen, half-brothers, were separated in youth and lost track of each other. Now they're reunited. Neither knew the other was in radio until both went to work at WWL New Orleans and were introduced by Ed Hoernr, program director.

FRANK GALEN, writer on the weekly CBS Huras & Allen shoes, has been inducted into the Army.

RAY NOLL, writer-producer of KPAS Pasadena, Cal., has assumed additional duties as head of station transcription department replacing Hal Lee.

WINSTON MOORE, formerly radio editor of Western Family Magazine, has joined NBC Hollywood publicity department as feature writer. Martha Cowan, who last time also in that department, has rejoined the staff replacing Carol Davis who has been transferred to network's New York offices.

JAMES McKIBBEN, honorably discharged from the Army, has rejoined the writing staff of KFI-KKEA Los Angeles.

BOB TURNBULL, head of transcription library of KHH Hollywood and program director of KHH-FM, has been inducted into the Army.

WALLACE S. WIGGINS, program manager of WVOE Santa Ana, Cal., is the father of a boy.

BILL ELLIOTT, chief announcer of WVOE Santa Ana, Cal., has joined the Navy and currently is in training at the San Diego Naval station. Bob Blackburn, new to radio, has taken over Elliott's former station duties.

FRED SHIELDS, Hollywood announcer on the seven-weekly Alan Seltzer News on Don Lee stations, is the father of a boy.

JOHN WOLFE and Ken Hazard have joined the production department of KDYL Salt Lake City, Enter Witric's, former secretary to W. E. Wagstaff, KDYL commercial manager, now heads the traffic department.

KARIN SYVERSEN, former head of the traffic department of KDYL Salt Lake City, has left the station to marry Maj. Ralph E. Caldwell of the Army Air Corps.

TOR TORLAND, now in the Army and former KOA Denver announcer, and Mary Anne Warriner, who formerly sang over KZX Denver with Ray Noble's band, were recently married.

STEWART W. PHILLIPS, program director of WTHO Cumberland, Md., has joined the armed forces.

WALTER BREWER has joined the announcing staff of KIRO Seattle.

MARY HAAS has joined the writing staff of KKNX Hollywood.

BOB MILTON, formerly announcer of KCKM Kansas City, Kwh., has joined KGED Los Angeles. Mary Yarrow, formerly dramatic actress, has joined the station as music listener.

JACK CUSICK, writer for Ben Berkeley and William Welbaum, formerly with WBBM and WIND Chicago, recently in the salesman staff of both stations, Chicago, have joined the continuity department of WGN Chicago.

DAL WYANT, production manager of WHEB Portsmouth, N. H., is the father of a girl.

YVONNE BERGE, for the past five years continuity director of WNAC Boston, has joined WZI Boston as script writer.

FLOYD FARR, chief announcer and assistant production manager of KPO San Francisco, is the father of a boy.

JIM STRAIN has joined KMTR Hollywood as special program producer. He previously was with WMMB Jacksonvile, Fla., and WPOY St. Augustine. Carl Blume has joined the KMTR news staff.

DOUGLAS GOURLAY, announcer of KVO San Francisco, is the father of a boy.

TON HOLBROOK, formerly with KVJC Victoria, Tex., has joined the announcing staff of WWL New Orleans.

BILL LARNER has been appointed head of the newly formed public relations department of WELI New Haven, Conn. He was formerly special announcer, continuity writer and special events man for WELI.

CORPUS CHRISTI'S growth is a "ONE WAY STORY!"

Since 1930, Corpus Christi's population has zoomed at a surprising rate ... so much so that Philip M. Hauer, of the Census Bureau, rates Corpus Christi as one of America's six fastest-growing cities with best prospects of retaining wartime growth. Each day sees more people making the "one way" journey to this port city of over 101,400 population. Your nearest Branham representative has Hooper-authenticated facts to prove KRIS's dominance over this rich, ever-expanding market.

Mr. R. E. C. Hunt, President of the Branham Co.

Tomlinson Honored
COLUMBIA U. last week conferred upon Edward Tomlinson, BLUE advisor on inter-American affairs, one of several gold medal awards "for distinguished service in advancing international friendship in the Western Hemisphere". Two Latin American newspaper men received the other two awards, known as the Maria Morris Cabot prizes.

NBC Course
FOR THE second season, starting in January, NBC will offer its employment and script courses in announcing, sound effects, production and script writing. The "Employee Program Group" as they are known, were instituted last spring to establish closer relations with employees, and to build up a supply of trained personnel.

George Bittner
GEORGE BITTNER, Australian journalist and commentator, died at his home in New York, Dec. 12, From Paris, Tours, and finally Bordeaux. Mr. Bittner landed the French Government's daily broadcasts to Austria until the country's surrender in the fall of 1940.

SCOTT KECK and Fred Rawlings, announcers formerly with the BLUE, New York, have joined WCAE Pittsburgh.

Mistake
"NON-DEFERRABLE" is the status of a man in the Service, even though he be 4-F. So discovered Nephie Sorenson, control room operator of KDYL Salt Lake City, who found himself in this status recently and as a consequence spent four hours in the Army. It all happened as Nephie was taking his physical for re-classification. When the local draft board examiners had completed their checkup, he found himself lined up with some men who were being sworn into the service and before he had a chance to explain his 4-F status, he was taken off the rolls. Meanwhile the results of his examination had been returned, still 4-F. As a result the only thing to do was to issue him a medical discharge.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day
1000 Watts Night
950 kc.
Spartanburg, S. C.
Represented by Hollingsworth

Page 44 • December 20, 1943
YOU MAY BE ABLE TO JUMP 257 FEET ON SKIS*

BUT—YOU CAN'T MAKE A RADIO-JUMP INTO WESTERN MICHIGAN, FROM CHICAGO OR DETROIT!

Let’s be realistic. Do YOU ever listen to any radio outlet that’s located 150 miles from your home? Of course you don’t! Then why should people in Kalamazoo or Grand Rapids do it, either—especially in the face of the notorious fading condition we have around here?

Believe us. In Western Michigan, WKZO gets practically all of what would be the normal Columbia audience—and, in addition, gets large sections of what would be the normal audience for other networks, too. Because even a mere glance at the millivolt coverage maps of Western Michigan stations shows that WKZO is the only outlet delivering a listenable signal throughout the area.

Do you want the proof? Drop us a line—or ask Free & Peters!

*Bob Roecker of Duluth did it at Iron Mountain, Michigan, in 1937!

WKZO covers all Western Michigan, with studios in KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising
New Agency Formed
FORMATION of the Pacific Coast Advertising Agency, new national agency, has been announced by Richard E. Goebel, general manager. Specializing in food accounts, the new firm is located at 1167 McAllister St., San Francisco. Staff organization includes copy, art, production, research, media, merchandising, and sales promotion departments. Members of the staff include Helen L. Ennis, copy supervisor, formerly with N. W. Ayer & Son; Lewis L. Lacey, radio director, formerly with KTSA, Southwest Broadcasting System, NBC; Bion Atkinson, art director, formerly with the Oakland Tribune; Batey Dietrich, statistics and research.

NO CHAMBER of Commerce stunt, but just a good old-fashioned "welcome home" was accorded Ed Cashman, New York vice-president of Foote, Cone & Belding, by the agency's Hollywood staff upon his arrival in Pasadena for check-up on American Tobacco Co. programs. Welcome button weathers and New York visitors are (1 to 6): Albert L. Capstaff, associate producer of NBC College of Musical Knowledge; Arnold Maguire, producer of BLUE Here's to Romance; Mr. Cashman; Bert Prager, New York agency executive on Campbell Soup account; Frances Young, assistant to Paul Phillips, producer for Kay Kyser; Mr. Phillips.

Agency

Paul de FUR, formerly in the radio section of the War Manpower Commission, and Jay Harn, free-lance director, have joined J. Walter Thompson Co., New York, as radio producers.

Fritz Blocki Productions, newly organized radio production firm, has opened offices at 655 Fifth Ave., New York. Telephone number is Plaza 9-6150.

Walter A. Jordan, formerly a partner in the advertising agency, Polarity, and J. B. Bell, Chicago, has sold his interest in Associated Distributors, Chicago. Associated Distributors handles cosmetic lines.

Frank J. Bruguier, editor of the Shell Oil publication, Shell Progress, has joined the A. E. Nelson Advertising Company, San Francisco, as account executive and copy chief.

Leo S. Cohen has been named assistant to J. C. Ewell, president of U. S. Adv. Corp., Chicago. He has been in charge of production.

Beth Holmes, formerly with BBDO, New York, has joined the copy department of Compton Adv., New York.

Robert Eddy has joined Foote, Cone & Belding, San Francisco, as an art director.

National Broadcast Sales, Montreal, has moved to new offices in the University Tower Bldg., 480 S. St. Charles St., New York.


W. B. Byles, formerly with the radio department of MacLaren Adv. Co., Toronto, has joined Spitzer & Mills, Toronto, as radio department director.

Raymond F. Sullivan, vice-president and director of Ruthrauff & Ryan, New York, and with that agency since 1920, has been elected chairman of the plan board.

Andy Kelly, formerly West Coast manager of Tom Fidelle Inc., national public opinion service, has established his own organization at 1073 Cloverdale Ave., Los Angeles. Telephone is Val 5059. Perry Charles, MGM New York radio contact, has assumed Mr. Kelly's duties at Fidelle.

Jack Eigel, formerly with Compton Adv., Chicago, has joined the Buchen Co., Chicago, handling accounts and copy.

Buying Station Time
CHARGES that the Canadian Broadcasting Corp. is politically controlled by the Canadian Government were made by the Progressive Conservative party following a cancellation of a scheduled broadcast Dec. 10 by John Bracken, leader of the Progressive Conservatives, official opposition to the Federal Government. CBC canceled Mr. Bracken's dinner speech on the grounds that it violated a 1940 ruling prohibiting political broadcasts before elections. Speech was recorded, however, and last week placed on every Dominion station at commercial rates.

Grid Sponsors
PLAY-OFF game Dec. 19 between the National Football League teams, New York Giants and Washington Redskins, was sponsored in New York on WHN, New York, for Old Gold cigarettes. In Washington, the game was presented on WMAL by American Oil Co., Baltimore. Agency for Old Gold is J. Walter Thompson Co., New York, while Joseph Katz Co., Baltimore, handles the American Oil account.

Thomas F. O'Neil
Thomas F. O'Neil, vice-president of General Tire & Rubber Co., which owns the Yankee Network, died at a Miami Beach hospital Dec. 10. Surviving are his wife and a brother, William O'Neil, General Tire president.

O. E. Rahm has resigned as national advertising manager of the Dayton Daily News to join the sales staff of the Frederick W. Ziv transcription department. Sanford Schlessinger, formerly continuity writer of the Iowa Broadcasting System, has joined the Ziv New York office as program producer.

Jack A. Pegler, vice-president of Foote, Cone & Belding, New York, leaves the agency the first of the year. He plans a vacation at his Arizona ranch. Frederick E. Wahlme assumes his post.

Alfred Politz is leaving Blue Rooper to become market research firm to join Compton Adv., New York, as a research director. He continues his independent surveys.

James N. Johnson has joined the staff of John Fairnrd Amt & Co., Philadelphia.

WDAY serves an area that furnishes 45.9% of all retail sales in North Dakota, South Dakota and Minnesota (excepting the counties containing Minneapolis and St. Paul). Also — our nearest big-chain competition is 90 miles away! Add those two facts together and see if you don't get the same answer as most big advertisers. Yes — it's WDAY!

WDAY
FARGO, N. D. 5000 WATTS N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

Page 46 • December 20, 1943

Broadcasting • Broadcast Advertising
“Look at all three…”

**SPORTS**

Exclusive:
- Hockey
- Giants Football
- Dodgers Baseball
- Gillette Prize Fights
- Bert Lee
- Marty Glickman
- Red Barber
- Sam Taub
- Connie Desmond
- “Warmup Time”
- “Sports Roundup”
- “Today’s Baseball”
- “Sports Final”
- “Sports Extra”

**MUSIC**

Don Bestor and his Orchestra
- Karol Singer
- Barry Sisters
- Bob Howard
- Kay Stevens
- Don Saxon
- “Gloom Dodgers”
- “Swing Class”
- “Bandstand”
- Dick Gilbert
- “Music to Read By”
- “Music Shop”
- “One-Two Club”

**NEWS**

Fulton Lewis, Jr.
- Fulton Oursler
- Paul Sullivan
- George H. Combs, Jr.
- Sidney Walton
- Adrienne Ames
- “Newsreel Theater”

And a Full Schedule of Newscasts Throughout the Day and Night.

Enterprising Public Affairs Programs including the “Commentators’ Round Table,” and “Congressional Record of the Air.”

**DIAL 1050**

**DIAL 1050**

**DIAL 1050**

and for all three

its **WHN**

NEW YORK

FOR LEADERSHIP

50,000 WATTS ON 1050 IN THE NATION’S No. 1 MARKET
Louisiana U. Radio Listening Survey Shows Set-Owner Homes Best Market

That radio homes are a better market for household conveniences as well as for ideas, information and entertainment, than non-radio homes, is evidenced by the Survey of Radio Listeners in Louisiana, just published by the General Extension Division of the Louisiana State University at Baton Rouge.

The survey utilized housing data from the 1940 U.S. Census to apportion the interviewed population sample throughout city and rural areas of the state. Comparison of radio and non-radio owning families (Appendix C) shows following differences characteristic of the Louisiana audience.

Occupation: A much higher percentage of professional, semi-professional, managerial, clerical and sales workers in the radio-owning group. Professional men constitute 16.5% of the group, compared with 1.3% professional people in the non-radio group; proprietors and managers, 9.4%, compared with 1.4%.

Economic level: 84.4% of the radio homes in the upper and middle income groups; 15.6% in the lower income group.

Home Ownership: Of radio homes, 56.6%; of non-radio homes, 26.6%.

Possessions and conveniences:

<table>
<thead>
<tr>
<th>Non-Radio Radio</th>
<th>Radio Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric Lights</td>
<td>82.7% 24.6%</td>
</tr>
<tr>
<td>Private Bath</td>
<td>68.6 17.1</td>
</tr>
<tr>
<td>Automobile</td>
<td>59.2 15.9</td>
</tr>
<tr>
<td>Telephone</td>
<td>51.1 5.3</td>
</tr>
<tr>
<td>Attend Moving Pictures Once a Wk.</td>
<td>57.8 23.9</td>
</tr>
<tr>
<td>Daily Paper</td>
<td>74.9 19.7</td>
</tr>
<tr>
<td>Weekly Paper</td>
<td>38.2 14.2</td>
</tr>
<tr>
<td>News Magazine</td>
<td>39.3 6.0</td>
</tr>
<tr>
<td>Women's Magazine</td>
<td>47.5 7.3</td>
</tr>
<tr>
<td>Farm Publication</td>
<td>27.2 22.5</td>
</tr>
</tbody>
</table>

Main News Source: 70% of the radio homes reported radio as their main news source, while 16.2% of the non-radio homes also called radio their main news source. Newspapers were mentioned as the main news source of 18.8% of the radio homes and 94.2% of the non-radio homes, while “combination” was given as the main source by 9.6% of the radio homes and “hearsay” by 30.4% of the non-radio homes. Only 0.3% of the radio homes reported dependence on “hearsay” for their news.

Indicating that the findings should be discounted to some extent, the survey points to a probable overemphasis of the more stable and prosperous element in the population. This is indicated by the fact that the somewhat small sample included 12.9% more home owners than was indicated by the Census for the state as a whole. Nevertheless, the findings are regarded as highly significant.

The Louisiana survey was undertaken in connection with the planning of educational radio programs for the state, which the university regards as its campus. Work was done under the direction of Dr. Edgar A. Schuler, formerly assistant professor of sociology at L.S.U., and now with the U. S. Dept. of Agriculture. The questions he sought to answer included: “Who listens when to what? Why? Would the listeners rather hear something else?”

Charting daily listening patterns, the study shows how listening varies according to economic groups. Starting the day with sim-
ilar listening habits, divergence is shown by 9 a.m., when listening by the lower middle income group is at its greatest. As the middle and upper income classes begin to lose interest. Between 11 and 12 a.m., there is the greatest divergence, with 70% of the lowest income group listening; middle income group up to 63% after a low of 47% at 9:30 a.m., and the upper income group at a low point of 44% after dropping since 8:30 a.m.

Even greater divergence in listening habits is shown by the charts of listening by economic regions, and by persons of varying degrees of education. Taken together the charts show how much the radio audience varies in composition and locality, not only as a result of program content, but also with the timing of the program.

Valuable Breakdown

Featured comedians head the list of Louisiana program preferences. Dance music, variety programs, serial drama, news commentators, news bulletins, straight drama, and audience participations, follow in that order.

The study also tabulated the percentages of white and negro informants requesting more programs of various types. Among white families, more programs of straight dramatic action were requested by the largest number of those reporting (31%). Negro families voted most heavily for more religious programs (29.9%), but added a 27% vote in favor of more drama. The requests for program types showed striking variation by locality of informants. For example, the requests for dramatic programs came principally from the larger cities. Less than one-third as many listeners in smaller cities requested this type of program and only about 5% of farm and plantation informants of either race requested additional dramatic programs.

KFEL Case Delayed

HEARING of two motions filed by the Denver Post to dismiss suit brought by Gene O'Fallon Inc., operator of KFEL Denver (Broadcasting, Nov. 29), has been postponed by District Judge George Luxford until Dec. 27 on motion of Harry Silverstein, KFEL counsel. The Post motions had been set for hearing today (Dec. 20) but Mr. Silverstein is away from Denver. KFEL brought suit under the Colorado Unfair Practices Act, charging that the Post discriminated in refusing to carry the station's program listings, although it published listings of other Denver stations.

Manning Back

KNOX MANNING, formerly Hollywood announcer and narrator on the weekly CBS War Theater, is now a major in the Army Air Forces, was a guest participant on that program to relate the battle of Salerno, on Dec. 12. Major Manning has just returned from the Mediterranean war theatre.

One recent Sunday night a sailor was given three minutes before a microphone

He had to have a home for his two motherless children before he could go back to sea. Could anybody help???

Before the half-hour program was off the air KPO telephones were swamped...

Wires poured in. Letters came in an unending stream for days. In all, 105 cities and towns in 7 states were heard from and 605 homes were offered! Not bad when you remember that all these people wanted to give something, not to get something.

...proving that the KPO audience is there listening, day after day, night after night, all over the great Central Pacific Coast market . . .

The only 50,000-watt station west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.
KDYL

Radio Advertisers

WILSON & CO., Chicago (packers), has begun sponsorship of John Harrison and the News, six-weekly, on WOAI Atlanta. Contract for 52 weeks was placed through United States Adv. Agency, Chicago.

MOFFETT DRUG Co., New York, has named Butler Adv. New York, to handle advertising for a new vitamin product for children—Vitamin Jelion. Plans have not been completed.

DOUBLE COLA Co., has named McJunkin Adv. Agency, Chicago, to place advertising for its cola beverage. Plans are said to include radio.

ASSOCIATED Products, Akron, has named H. M. Klingenmuth Co., Canton, Ohio, as agency.


AIRCRAFT ACCESSORIES Corp., Kansas City, has named Potts Turnball, Kansas City, as agency.

ANCHOR-HOCKING Glass Corp., Lancaster, Pa., has named William H. Weintrath & Co., New York, to handle its radio advertising.

CENTAUR Co., New York, has named Ruthrauff & Ryan to handle advertising for Ironized Yeast.

PETER DOELGER Brewing Co., Harrison, N. J., has named J. M. Mathes Inc., New York, as agency.


THAYER Co., Gardner, Mass., has named BBDIO New York, as agency.

COFFEE CORP. of America, Chicago (Blend 150 Coffee) has named Stanley Phaus Assn., Chicago, to handle its advertising. Radio is contemplated.

HAPPY TIME for all after the first broadcast of the 42 Products program What's the Name of that Song?, on 34 Don Lee stations. Sam Mitchell, firm's president, congratulates Dud Williamson on his performance. Joining in the kind words are (1 to 1): Truman (Tommy) Thompson, announcer; Sam Mitchell, president of 42 Products; his brother, Ed Mitchell; Dud Williamson, m.c. and originator of the show; Pat Kelly, KFRC San Francisco, producer; Donald Breyer of Hillman, Shane-Breyer, agency handling the account; Thomas Maillard, vice-president of Maillard & Schmiedell, distributors of 42 Products.

AMERICAN Healthaid Co., New- york, N. J., has named William N. Scheer Agency, Newark, to handle advertising for Kelpidine. Plans are said to include radio.

LINK AVIATION Devices, Binghamton, N. Y., has named Craven & Hedrick, New York, as agency. Radio plans are said to be included.

VOICE of Prophecy, Washington, D. C., has named George C. Hoskins, Chicago, as agency. Ideas for radio are said to be included.

WJR Salute

WJR Detroit marked the 100th consecutive meeting of its public forum program In Our Opinion on Dec. 5 with a discussion of Detroit's contribution to the war since Pearl Harbor. Program, a public service feature of WJR and the Detroit Free Press, has made history in Michigan with such epochal events as the recent one-hour debate between Senator Fergus- son and former Senator Prentiss M. Brown.

HORLICK'S Malted Milk: Curn, Racine, Wis., has appointed Western Ad- vertising Co., Racine, as agency.


CAROL ALTON has been appointed advertising manager of Wilson Bros., Chicago (men's clothing).

LYMAN AGENCIES Ltd., Montreal (Fellows' Syrup), has started trans- cibed program Modern Romance on CKCR Toronto, CKNX Wingham, CFPL London, thrice weekly. Account was placed by Ronald Adv. Agency Ltd., Toronto.


COCHLANA Inc., Brooklyn, using a New England Network and some 25 other stations to promote its Cough Nips, from Dec. 14 through March 8, 1944, in association series of 16 college basketball games from Madi- son Square Garden on WINS New York. Games will be broadcast from 9-40 p.m. to end of game. Agency is Al Paul Lefson Co., New York.

BUYING LISTENERS?

Then Buy Augusta and WGAC!

Augusta—always a good market—now at its peak with millions of dollars of new buying power, offers larger potentialities than ever before.

WGAC time, because of phenomenal ratings—offers more actual listeners per dollar invested than many much larger markets with lower ratings per station.

UTAH'S NBC STATION

WAGA

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MOFFETT DRUG Co., New York, has named Butler Adv. New York, to handle advertising for a new vitamin product for children—Vitamin Jelion. Plans have not been completed.

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COFFEE CORP. of America, Chicago (Blend 150 Coffee) has named Stanley Phaus Assn., Chicago, to handle its advertising. Radio is contemplated.
Another Big Timer Joins WSYR’s Galaxy of Stars...

“Happy Jim” Parsons
(Irving Kaufman)

The New Timekeeper

Some of his past roles:
- “Happy Jim Parsons” on NBC and Mutual
- 4½ years as “Lazy Dan” over Columbia
- “Salty Sam the Sailor” over Columbia
- Featured in the “Champion Spark Plug” program over NBC with Gus Haenschen’s Orchestra for 4 years
- Starred on the RCA Hour over NBC for 2½ years
- Featured for over 2 years with the “Passing Show”
- Conducted the CBS Community Sing program

When popular Irving Kaufman, veteran network and stage star, left New York City to become WSYR’s TimeKeeper recently, he joined a crack crew that’s definitely big time. For in addition to NBC shows, WSYR builds and sustains listening interest with a sparkling array of staff talent.

For you, Mr. Advertiser, this means a large audience regardless of the time your product’s name goes out over WSYR.

WSYR
SyRacuse, N. Y.

Basic NBC Red
H. C. Wilder, Pres.

5000 WATTS at 570 Kc.

Represented by Raymer

They Make WSYR Gleam

Don Lyon—announcer. Winner, eastern zone, H. B. Davis Memorial Award
Vadeboncoeur, Authoritative news commentator
H. R. Ekins, News Analyst—author, lecturer, famed foreign correspondent
Bill Rothram, Ace sports announcer
Dick Moore, New singing discovery
Rollie Furman—narrator and announcer
Murray Bernthal, Conductor and violinist
Wally & Jane, Central N.Y.’s most popular women’s program

For you, Mr. Advertiser, this means a large audience regardless of the time your product’s name goes out over WSYR.
O. D. CHEMICAL Corp., New York, has named the Al Paul Lefton Co., New York, as agency for Decorder. Plans for radio are said to be included.

SECURITY Trust & Savings Banks of San Diego, new to radio, has signed for 52 weeks sponsorship of the Security Hour over KGB San Diego. Half-hour program which is heard Sunday evenings has a spot for dramatizing news items.

The MAY Co., Denver, after a one month trial of their early morning show "The May Co. Presents," has signed a renewal contract for 52 weeks sponsorship of the show heard Monday through Saturday on KOA Denver. 

METROPOLITAN Federal Savings & Loan Assn., Los Angeles, in a revision and expansion of schedule, on Dec. 12 started sponsoring 20 minutes of news daily on KMPC Beverly Hills. Firms is sponsoring a weekly 60-minute recorded program, "Metropolitan-Federal Music Hour," on KMPC. Agency is Elwood J. Robinson Adv., Los Angeles.

KI SPERLING Beauty Products Co., Los Angeles (Helene Curtis cosmetics), new to radio, on Dec. 6 started sponsoring a daily five-minute newscast on KECA. Contract is for 13 weeks. Agency is Adolph Wenland Adv., Los Angeles.

CALIENTE JOCKEY CLUB, Baja California, Mex., to promote weekend tourist interest in Mexico and Sunday horse racing, is using a total of 52 spot announcements per week on KKKD Los Angeles and KFOX Long Beach. Agency is Barnes Chase Co., Los Angeles.

RYAN AERONAUTICAL Co., San Diego, Cal. (institutional and help wanted) in a revision of schedule on Dec. 7 started sponsoring two half-hour programs of recorded music per week as well as a weekly quarter-hour commentary on KGB San Diego. Contracts are for 13 weeks. Agency is Barton A. Stebbins Adv., Los Angeles.

J. L. AUERBACH Co., Los Angeles (retailer), in a 90-day test which started Dec. 8, is sponsoring a five-weekly quarter-hour sales and renewal listing program on KPWB Coast West Adv., Los Angeles, has the account.

CANADA BREAD Co., Toronto (institutional chain baker), has started a transcribed program thrice-weekly on 5 Canadian stations. Account was placed by James Fisher Co., Toronto.

LANG BROS. SPECIALTY Co., Toronto (Chimney Sweep soot destroyer) has started flash announcement campaign on 7 Toronto and Montreal stations. Account was placed by A. J. Denne Co., Toronto.

JOHN STUART SALES, Toronto (Dunhill cigarettes), has extended the transcribed "Dunhill Cigarette Mysteries" to Western Canada stations. Account is placed by Harry E. Foster Agencies, Toronto.


MILK FOUNDATION Inc., Chicago, on Dec. 13 began sponsorship of a weekly series of quarter-hour broadcasts entitled "Fighting Man, USA," on WBBM Chicago. Contract is for 13 weeks. Agency is McCann-Erickson, Chicago.

RAYMOND LOEWY, industrial designer, has been retained by Emerson Radio & Phonograph Corp., New York, to design cases for post-war radio sets.

KATZ AGENCY HOLDS PLANNING SESSIONS

WARTIME problems and post-war planning were the major concerns of a series of sales conferences held by Katz Agency, the non-network station representative organization, in the company's New York headquarters Dec. 6. G. R. Katz, president, and G. W. Brett, vice-president in charge of sales, conducted the meetings, which also touched on all branches of the company's operations.

L. E. Jackson of the Chicago office, said S. E. Artz and M. F. Beck of New York, led discussions on television, FM and other potential postwar developments. Sound films on these subjects, furnished by General Electric Co., were shown and the group visited the studios of WXYZ, Detroit, television station. The work of the company's research and promotion department, directed by D. H. Denenholz, was reviewed and plans for expansion in 1944 discussed. Spot broadcasting activities throughout the country were also reviewed.


Maj. Thompson Named

MAJOR LESLIE E. THOMPSON, vice-president of RKO Radio Pictures, has been named to head the stage, screen and radio section of the commerce and industry division of the Fourth War Loan Drive. The announcement was made last week at a luncheon for the War Finance Committee for New York State. Major Thompson's division is one of the 13 industrial groups of the division, organized as a liaison group between business and the War Finance Committee to promote the sales of war bonds, with special emphasis on executive and employee subscriptions. Bruce Barton, president of BBDO, was named chairman of the advertising, graphic and visual arts section.
THE velocity microphone is the only type of microphone which has an inherently uniform response over the entire audio range.

With this microphone the undesirable resonance inherent in the stiff diaphragm is eliminated.

Because the velocity microphone has the same frequency response to sounds coming from different positions around the "mike," it facilitates placing of artists and musical instruments in a crowded studio.

At the same time it provides a means of effectively suppressing extraneous sounds.

Furthermore, it is rugged— withstands hard usage—is easily repaired and is impervious to changes in atmospheric temperature, pressure and humidity.

For these reasons the velocity-type microphone, originated by RCA, has replaced nearly all other types for high-fidelity use.

From microphone to antenna, RCA offers the broadcast station complete equipment of coordinated design—assuring superior performance, maximum operating economy and convenience, and the advantages of an integrated system of matching units.
KODY for Cody  
SPIRIT of Buffalo Bill Cody will haunt Nebraska plains again when WOW, Inc., licensee of WOW Omaha, takes over the operation of KNGF Nebraska Plaza. Permission has been granted by the FCC to the WOW interest to call the new outlet KODY, in honor of the famed Wild West character. Transmitter of KODY is located on the site of the original ranch that was home of Col. Wm. F. Cody. John J. Gillin Jr., WOW president, and his associates, take over KODY on Dec. 11. Station will open as an NBC affiliate, operating on 1240 kc, 18 hours a day, seven days a week, with UP news service. KNGF operated daytime on 1460 kc.

Sales of Independents Increase Over Chains  
CHAIN STORE sales for 1943 will total 14.6 billion dollars, a gain of about 13% over sales of 1942, as compared to an increase of 13% from 1941 to 1942. The Dept. of Commerce disclosed last Wednesday. Independent stores, with a total estimated sales of 48.3 billion in 1942, show a 10% increase over 1942, compared with a gain of only 1% in 1942 over the previous year.

Sales of food chain outlets are expected to drop 1% under 1945, whereas independent food stores will show an increase of almost 13% over last year. Sales of general merchandise chains, which showed a 10% gain in 1942 over 1941, will increase less than 4% in 1943 over 1942, while sales of independents promise to be 15% above last year's volume, the report concluded.

Hooper Coast Data  
EVENING program ratings averages in the Hooper "Pacific" re- gion show an increase of 9.4% over October, 10.1 to 9.2, and the same level as a year ago. Daytime ratings show no change. New feature gives the number of men, women and children, and total listening to the radio (per 100 listening homes) by hours for each individual evening, for Sunday afternoon and for Monday through Friday daytime. Bob Hope leads the list of "Top 10" Pacific programs, followed by Red Skelton, George and Maly, The Aldrich Family, Frank Morgan-Fanny Brice, The Great Gildersleeve, Charlie McCarthy, Lou Costello, The Texaco, Kay Kyser, and Ellery Queen.

OWI Seeks Engineers  
OWI is still searching for transmitter and studio engineers and international operations engineers for service in the European Theatre of Operations. James O. Weldon, chief of the Bureau of Overseas,assumed responsibility for OWI's personnel needs in the Pacific Northwest. Overseas Branch, assisted by OWI's personnel division, should communicate with the personnel division, Overseas Branch, OWI, 224 W. 46th street, New York.
In KFYO-Lubbock's twelve-county primary area, the initial registration for Ration Book 4 totaled 214,862—an increase over the 1940 census of 37,545, or 21%!

This 1940 census also showed 74.54% of the homes had radio units—tuned in almost exclusively on KFYO, for KFYO is more than 100 miles from any other station; and no one of them gets into KFYOland appreciably.

Cotton and other crop yields this year are exceptional; oil production is being stepped up by leaps and bounds; and vast aviation training fields are releasing enormous sums. In a word, here is an exceedingly prosperous, fast-growing, radio listening market you can blanket with its one station—KFYO, Lubbock, Texas.
Broader FCC Penal Powers Urged by Fly at Senate Probe

Fine of $500 per Day for Violation Proposed; Approval of Transfers Over 20% Urged

INFINITELY broader powers for the FCC on penalizing stations for infractions of the law or radio regulations, it was said, would be authorized to impose fines of a maximum of $500 per day in cases where the absence does not warrant revocation of the license. The amendment was proposed by the Senate Interstate Commerce Committee last Thursday by FCC Chairman James Lawrence Fly.

The proposed amendment was one of two submitted in writing to the Senate Commerce Committee on the day of the hearing. A sheaf of recommended changes, not directly in the form of draft amendments was also submitted by FCC Chairman Fly. In a 30-page document containing a section by section analysis of the White-Wheeler Bill (S-814), this draft, however, was not read but was placed on the table. Many of the suggested changes had been covered by Chairman Fly in previous testimony.

Stock Transfers

The second proposed amendment covers by draft amendment in three paragraphs of transfers of stock in stations where control 20% or more is involved. The present law requires FCC approval only where control is involved.

Chairman Fly proposed orally that Congress consider writing into the law a requirement that stations divest a “fixed percentage” or blocks of time to sustaining programs in the public service, educational or related fields. This developed after Mr. Fly repeatedly had discussed the need for programs approved by the FCC to regulate programs.

The texts of the suggested amendments submitted in draft form are:

Section 301(b) of said Title III by deleting said paragraph and substituting the following:

“(b) The station license required hereunder by the franchisee authorized to be used by the licensees, and the rights therein associated shall not be transferred without the written consent of the licensee, or, in any manner other voluntarily, or involuntarily disposed of by any person, unless the transferee is the holder of a license to operate a station in the same service area, and if any change of ownership of any corporation holding a license, to any person, or may stock or other interest therein, transferred other than by transfer of the whole of the stock or other interest in an entity other than a corporation holding a license, whether or not such transfer constitutes a transfer of control, may not be disposed of by any person or if as a result of the transfer the transferor shall have 20% or more of the stock or other participation in ownership, control, or management of the entity other than a corporation holding a license, the transferor shall give the licensees notice in writing."

Section 204(a) of said Title III by reinserting the present paragraph (b) as (c) and adding the following:

“(b) In any case where the Commission pursuant to subsection (a) hereof is authorized to grant a license to operate a station, the Commission may by letter of revocation after notice, and hearings, if any, the Commission in its discretion, as it may determine, order the license to cease and desist from the operation of the station, and when the store opened at 9:30 a.m. the line extended for blocks. At 10:30, when the police were unable to keep the would-be purchasers, now number in a short time, line, Police Capt. C. M. Stuts ordered the sale stopped in the interest of public safety.

PARTICIPATING in first Navy War Admiral Charles William Dillingham press conference, war news director, new 30-day time limit to plants on Navy contracts, are (l to r): Comdr. G. H. Bowman, Navy Inspector; J. L. K., Taylor, Navy Industrial Incentive Division; and Mortimer C. Watters, general manager of WCPO and executive vice-president of Scripps-Howard radio. Service is offered free to the Navy by WCPO, which pipes programs to plants, whose only expense is installation and maintenance of telephone line. First war plant in city to take program was Cincinnati Planter Co.

opportunities for all sides on discussion of controversial issues, and would specify that rates charged for use of any station shall not exceed the "regular rates" charged for sponsors furnishing regular programs. It would carry an express provision against censorship of the broadcast material.

The Commission opposed the new Section 8, which would incorporate the substance of the Supreme Court decision in the Sanders Bros. case and prevent the Commission from exercising censorship over weapons or business practices. The Commission contended that the explicit prohibition against censorship is "entirely adequate for that purpose."

Sponsorship Section

Section 9, which would require full disclosures of sponsorship of programs by the Commission, with the responsibility on the originating station. This provision would specify that a station require disclosure in writing of the names of the persons or organizations upon whose instance a political or public question may be broadcast."

Radio Did It!

SIX announcements on WAIR and WSJS Winston Salem, N. C., drew a crowd of 7,000 and resulted in police banning a sale of automatic guns and rifle cartridges at the Brown-Rogers-Dixon Co. in Winston Salem.

Three announcements of the sale of ammunition to begin Dec. 9 were made on each of the Brown-Rogers-Dixon Santa Claus programs on the two stations. The crowd began gathering at the store at 9 a.m. and when the store opened at 9:30 a.m. the line extended for blocks. At 10:30, when the police were unable to keep the would-be purchasers, now number in a short time, line, Police Capt. C. M. Stuts ordered the sale stopped in the interest of public safety.

The Commission favored Section 11 specifying that no licensee shall censor or control the political or partisan trend of any material broadast, but proposed that the language be revised to make it conform with the proposed new Section 7 abolishing stations of liability for libel and slander.

Section 12, which would change appellate procedure was opposed in part and favored in part. The Commission had no objection to certain types of court reviews proposed. That portion, however, which would give the court power to grant temporary relief if a stay order was opposed because it would empower the court to order the Commission to issue a temporary license to a person with an application the Commission had denied.

Declaratory Rulings

Similarly, as to Section 13 dealing with procedural provisions, the FCC opposed some of the changes but supported others. The suggested requirement that the filing of a protest automatically bring about a hearing presents "a grave danger" the Commission said.

Section 15, dealing with declaratory rulings by the Commission was both opposed and supported. The Commission authorized "permissive" declaratory rulings but opposed the provision on mandatory declaratory rulings. It contended that the latter provision would give existing licensees the power to delay for lengthy periods any action by the Commission to revoke or to refuse to renew a license to Mr. Neville Miller of the NAB had urged the declaratory provision.

Section 16, which would ban imposition of sanctions or penalties by the Commission as opposed by the Commission on the ground that it was either superfluous or may result in hamstringing the Commission. The Commission may declare a license void because he is engaged in operating a gambling house or some other kind of business. Section 16, the Commission said, would provide the basis for an argument and that since no specific provision is made in the Communications Act providing for a denial on this basis, the courts would look to the condition in denying the license on that ground would be improper.

Health Programs in 11th Year

HEALTH PROGRAMS, under the auspices of the American Medical Association, with NBC will begin their eleventh consecutive year on the network, Jan. 8 when the "Dick Tracy" radio series goes its second 52 weeks. The programs, initiated by Dr. W. W. Bauer, now director, bureau of health education of the American Medical Assn, have covered a wide array of medical subjects, including: seasonal medical emergencies, public and individual health, world health problems, the new doctors at work, and the present thinking on series of doctors at war. They are an NBC public service feature.

TWO-REEL news short, titled "Behind Jap Barbed Wire," recounts the experiences of Mutual's Joe Arch Gunnison, who returned on the "Gripho" Dec. 1 from internment by the Japanese.
At Yuletide
Proudly and Gratefully
Radio Salutes Its
Fighting Thousands

BROADCASTING

'Til They Get Back — Buy War Bonds
All-Night Listening Up
ALL-NIGHT listening in New York shows an increase of 68% this
November over 1941 and 1942 according to a recent Cressey survey conducted
for WOR New York. WOR reports that while 4% answered “yes,” in
the two previous years to the question “Were you or any member of your family up and available to listen to the radio between 2 and 6 a.m.?” in
November, 1943, 6.7% answered in the affirmative.

TO ALL HIS
FRIENDS
FULTON LEWIS, Jr.
WISHES
A Merry Christmas
and a
Victorious New Year

Fly Urges Stiff Penal Provisions
(Continued from page 10)
committee didn’t want to go into
great detail on international com-
munications, but since Press Wire-
less had made an issue of having
been refused a license to operate
in Algiers, the FCC chieftain read
a 19-page statement and devoted
most of the morning session to the
subject.
Mr. Fly advocated a merger of inter-
national communications; told the
committee that he understood it
was “going to deal with that fully
at an early date,” but with refer-
ence to issuing but one license in
each theatre of operations, Mr.
Fly said: “That action is not mine.
It’s the military policy. There were
two major considerations, lack of
critical materials and more than
one company in a theatre could
dive no useful purpose. I might
say there was a third reason and
that was the problem of leasing
circuits.”

His statement answered in de-
tail all the alleged discrepancies
enumerated by Joseph Pierson,
president and general manager of
Press Wireless, when Mr. Pierson
appeared a few weeks ago before
the committee. Under questioning
by Senator Brooks, who wanted to
know if Press Wireless were in posi-
tion “now to handle all communi-
cations” in war theatres, Mr. Fly
declared:

“Press Wireless came in and
talked to me about it some months
ago. They never had been author-
ized to go into general commercial
business. I suggested that if they
were equipped to go into general
commercial business, we have a lit-
tle hearing, but apparently Press
Wireless went on the outside and
stirred up a lot of trouble.”

Senator Brooks said he under-
stood from Mr. Pierson’s testimony
that hearings had been held but
that the Commission hadn’t given
a decision. That was confirmed by
FCC Chief Engineer E. K. Jett, a
spectator. Mr. Fly remarked: “I
didn’t know we had hearings.”

Fears Army and U. S. Deps.
May Want Frequencies

Senator Wheeler asked if the
Army and Navy plan to keep their
stations after the war.

“You touched on an awfully sig-
nificant question, Senator,” replied
Mr. Fly. “They are using a lot
more frequencies now, that they
didn’t have during peace. There’s
always a problem of getting any-
thing away from someone, once

they get it.” Senator Wheeler re-
marked that he didn’t blame the
commercial companies for protest-
ning against giving up their fre-
quencies to the Army and Navy,
as Mr. Pierson had testified and
which was confirmed by Mr.
Fly. Speaking on Government de-
partments operating stations, the
FCC chieftain said:

“That’s a pretty serious ques-
tion. I’m fearful there will be
broad needs asserted by various
departments of Government.

There has been some talk that
the Interdepartment Radio Ad-
visory Committee should be given
the same status as the Commis-
sion,” said Senator Wheeler.

“Frankly I’ve been under the idea
that it would be better for the Com-
misson to say who shall have these
frequencies, not a lot of Gov-
ernment departments. If we’re go-
ning to let these departments get

establish and choose what they
want, we don’t know what will
happen.” Senator Reed agreed it
was a “serious question” and Sen-
ator White interposed that “you’re
opening up a very controversial
question that became apparent
when we wrote the 1927 act.”

Under the present law the Presi-
dent is authorized to grant Gov-
ernment frequencies, while the FCC
handles those for private uses, but
Mr. Fly told the committee that
the President has never assigned
a single frequency.” He added that
“in all practical effect the IRAC
assigns frequencies. Commissioner
T. A. M. Craven had urged the

FCC Rule Hit
SUPPORTING Niles Trammel-

NRC president who
charged that the FCC,
through its television own-

ership restrictions will ham-
per the development of video,
Norman D. Waters, president
of the American Television
Society, New York, has wired
Chairman Burton K. Wheel-
er (D-Mont.) of the Senate
Interstate Commerce Com-
mmittee that the FCC regula-
tion “is a great handicap to
television development in this
country.” The three-station
limit imposed on networks by
FCC “will become an obsta-
cle of immense proportions”
Mr. Waters told the chair-
man.

Stovin
and
Wright
RADIO
STATION
REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

Stovin and Wright
RADIO STATION
REPRESENTATIVES

In cities ... villages ... farms ... for miles and miles around Pontiac ... the messages of na-
tional, regional and local adver-
sitters are heard over WCAR’s
1000 streamlined watts.

GET THE FACTS
FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

Influencing Sales
FAR Beyond Pontiac

In cities ... villages ... farms ... for miles and miles around Pontiac ... the messages of na-
tional, regional and local adver-
sitters are heard over WCAR’s
1000 streamlined watts.

GET THE FACTS
FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

Page 58 • December 20, 1943
BROADCASTING • Broadcast Advertising
FIRST...

Hallicrafters has the honor of being the 1st exclusive radio manufacturer to receive the Army-Navy Production Award for the 3rd time!

BUY MORE BONDS! Hallicrafters
The World's Largest Exclusive Manufacturer of Short Wave Radio Communications Equipment
KHH, that selling station in Wichita, 5000 watts full time, can do your sales job in this rich market. Remember, too, that Wichita wartime industries are peace-time industries—you buy both the present and the future with KHH.

That Selling Station In Kansas’ Biggest, Richest Market

$16,000,000.00 SHOULD GO A LONG WAY BUT . . . IN WICHITA KANSAS MORE THAN SIXTEEN MILLIONS IN RETAIL SALES ARE CONCENTRATED

It’s easy to see why Wichita, first in the Booming Southwest, second in the U. S., is your number one radio market.

committee to authorize IRAC by legislation to give it “legal status.” He expressed the view that the FCC should not govern allocation of frequencies for Government.

Chairman Fly predicted “confusion” after the war unless “unification of our own international communications” is effected. He pictured the Army and Navy giving present frequencies to the commercial organizations and told the committee he had worked hard for a unified carrier. He said: “I think we ought to do everything we can to arrive at a complete plan. That will be taken up in due course.” Senator White said the committee had been authorized by the Senate to make a study of international communications.

“When these hearings are concluded and this legislation is out of the way,” said Chairman Wheeler, “We expect to take that matter up shortly after the first of the year.”

Calls ‘Composition’ Complaint Battle Cry of Monopoly

Mr. Fly then took up a discussion of the Supreme Court decision of May 10, which vested in the Commission supervision over “the composition” of traffic.

“At the outset,” said the Commission chairman, reading from another prepared statement, “I want to address myself to five words which have been ripped from their context and adopted as the battle cry of the two big networks and the NAB in their war on the Commission’s anti-monopoly regulations. These five words are: the composition of that traffic.”

“When, on May 10 this year, the Supreme Court upheld the Commission’s chain broadcasting regulations, the big networks were much concerned. This was not surprising because on that date the monopolistic shackles which RCA and CBS had imposed upon the radio broadcast industry were finally broken. Now that the highest court had spoken there was no way that they could hope to recapture the monopoly they had previously enjoyed unless they could prevail upon Congress to amend the law.”

Chairman Fly quoted from June 3 Broadcastings, which carried a story about the NAB board meeting called to consider the proposed legislation. He quoted from a resolution adopted and asserted that newspapers published editorials, “all making reference to the composition of that traffic.”

He quoted from a letter signed by Neville Miller, NAB president and published in the Washington Post, which pointed out that the Supreme Court decision gave to the Commission “supreme authority” over programs.

Wheeler Says ‘Composition’ Interpretation is ‘Absurd’

Senator Wheeler interrupted to remark: “It’s perfectly absurd to me to put that construction on the law. Certainly the Commission could not construe in that language that the Supreme Court gave it the express right, in face of the law, to regulate programs.”

Mr. Fly, continuing his prepared statement, quoted from Section 326 of the Act that the Commission was not authorized to exercise jurisdiction over programs, as the broadcast industry has contended. He had placed in the hands of committee members copies of the Supreme Court decision and interpreted it, according to his views, section by section.

Mr. Fly quoted that portion of the decision involving the “composition of that traffic” reading as follows:

The Act itself established that the Commission’s powers are not limited to regulatory action, but goes on to say, “The Act does not restrict the Commission merely to supervision of the traffic. It puts upon the Commission the burden of determining the composition of that traffic. The facilities of radio are not large enough to accommodate all who wish to use them. Methods must be devised for choosing from among the many who apply. And since Congress itself could not devise them, it committed the task to the Commission.”

When Mr. Fly read the sentence regarding the traffic one commissioner, Senator Wheeler interrupted with: “That’s exactly what the President of NBC said he wants the present law—the Senate-Frankfurter—interpretation.” Senator Wheeler then read the following sentence to the committee: “When speaking of a traffic officer he (Justice Frankfurter) is speaking

RADIO AIDS PRESS
Salt Lake Dailies Broadcast
News During Strike

RADIO again has gone to the aid of newspapers. When Salt Lake Typographical Union No. 118 struck against Utah’s two largest dailies, the Salt Lake Tribune and Salt Lake Telegram, the newspapers over the air time of KDYL KUTA KSL Salt Lake City and KSF E Focatello, Idaho, to present the Tribune-Telegram Newspapers of the Day.

“Facilities of the four radio stations were used to keep readers posted on affairs of the city, state, and world,” said an announcement by the newspapers. During the 11-day strike, which ended Dec. 7, the two papers agreed to return to work while arbitrating demands for higher wages, Salt Lake City got its news by radio and through the afternoon Desert News, a competitive daily.

In addition to air time the two affected publications issued window bulletins and typewritten four-page sheets of condensed news, but depended mainly on radio as its news outlet.

of . . .

Chairman Fly finished the Senator’s statement for him. He interposed: “Electrical traffic officer.”

The chairman halted in his statement several times to emphasize that the Supreme Court intended that the FCC serves in a capacity similar to a traffic policeman—that is, “we are supposed to direct that traffic and keep it moving, not decide who shall ride in the automobiles.”

“I would think those words could be given another interpretation,” said Senator McFarland.

“Senator, if you’ll let me finish this I’ll bring that up later,” remarked Mr. Fly, and again he told the committee that the decision goes to great length in comparing the Commission with a traffic cop.”

Says Law Was ‘Left Just Where it Has Always Been’

Senator McFarland interrupted again, however. Mr. Fly interpreted the “composition of traffic” as stations or individuals.

“You’ve got to choose the applicants that go on the air,” said Mr. Fly. He returned to his written statement, drawing the conclusion

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BREAK FOR WCBS
SINGING station breaks are in order at WCBS Springfield, Ill. Roger Patrick, chief announcer and news editor, wrote the original music and different sets of lyrics for institutional and program plugs, the Trionese trio singing the transcribed ditties.

Example:

For any program that’s a nifty, tune your dial to fourteen-fifty; for news, comedy, and musical joy, it’s WCBS Springfield, Illinois!

For the record, the technical data is this: the kisses are full-time, full-power.

This is the first of a series of features on the ABC network’s new Springfield, Ill. station.

For any program that’s a nifty, tune your dial to fourteen-fifty; for news, comedy, and musical joy, it’s WCBS Springfield, Illinois!
that "the Supreme Court did nothing more than decide the issue before it—the validity of the antimonopoly regulations. The law with respect to the Commission's power, or rather lack of power," he continued, "was left just where it has always been. Under Section 306 of the Act, the Commission is specifically denied the power to tell a radio station what it shall or shall not broadcast . . . . Certainly it cannot be said that this power has been abused".

"I don't see how you can come to any other conclusion," said Chairman Wheeler. "I never felt from the first that the Supreme Court had anything in mind except these radio stations themselves. I don't see how the high-class lawyers who represent radio—and they're intelligent men—can come to any other conclusion."

"Are you interpreting that the Commission cannot take into consideration types of programs?" asked Senator McFarland.

"I say you can't regulate program content," was the committee chairman's reply. "There have been lines in the past when the Commission regulated—considered program types, but not content."

"What is the Commission's position regarding the use of a station, whether a station will put on good programs," Senator Tunnel asked.

"Over a long period of time, we do review program conduct as a whole," said Mr. Fly.

Program Control Idea
Called 'Ridiculous'

"We have not told the people to put on or take off any program on any station. I think there is a sound provision—that the Commission has no authority to pass on programs from hour to hour or day to day. So far as I'm concerned I don't think its desirable that the Commission have more authority. The idea of program control doesn't come into the thing. I very deliberately class that contention as ridiculous."

"Your construction is," asked Senator Tunnel, "that traffic doesn't mean particular broadcasts, or what shall go on the air?"

Chairman Fly said it was.

"I'm more concerned as to what the law ought to be than what it is now," declared Senator McFarland.

"I think because of the propaganda that has been sent out to stations, the industry has created fear in the minds of some of these stations, particularly the mailers, stations," commented Senator Wheeler.

Chairman Fly accused the NAB of "misleading" some stations and the newspapers in its campaign, then asserted: "I do think the people who have been before you know the problem and what it should be. Under the guise of taking away from us some of the power we never claimed, they are going to get something they really want—to go back to monopolies. I think you could leave the law exactly where it is and give the Commission a duty it has always exercised.

"If I thought I had any responsibility on programs I'd be ashamed of the NAB program from 10 o'clock in the morning until 6 o'clock at night. As far as I'm concerned, I want to wash my hands of it. I think the public should not have to tolerate those kinds of programs."

Chairman Fly wanted to know if it were true that personnel of the Commission had called station attorneys and suggested that some things be done and in that way had caused fear among broadcasters.

Foreign Language
Problem Not a Worry

"I don't want anything like that to take place regarding programs," declared Chairman Fly. Senator Wheeler interposed a question about foreign language stations, asking if the FCC, "working with the OWI has insisted on putting off the air certain commentators."

Mr. Fly said broadcasts in "enemy languages" have given the Government considerable concern, then asserted: "The Commission has rendered cooperation to other Government agencies. No station has been deleted." Senator Wheeler expressed the view that if a station is broadcasting enemy propaganda the "Commission should act in the public interest," but Mr. Fly assured the committee the foreign language question no longer is a problem.

"Station managers have taken hold in cooperation with the OWI," he said. "All these stations are owned and managed by American citizens." When Senator Wheeler asked if any programs had been put off the air, Mr. Fly said he thought "certain pro-Fascist announcers have been taken off the air, but that's through the OWI and FBI; the Commission hasn't taken any action."

Senator McFarland asked how the Commission would decide an issue where two applicants, of equal qualifications, desired the same frequency in the same community. "Wouldn't you consider programs?" he queried.

"Yes sir," replied Mr. Fly. "Terms of long range operation and other things being equal, we might get down to the point where carefully worked out plans to give high-level programs to the public would be considered."

Job Swap
VALUE of radio when an employment crisis arises was demonstrated when work was drastically curtailed at the Utah Ordnance Plant in Salt Lake City. Over KSL, went hundreds of spot announcements and special programs telling the unemployed workers what to do for reemployment, and guiding the shifting group to where they were needed. Thus the employment dislocation was remedied with the minimum of time and confusion.

Referring to testimony of Luigi Antonini [BROADCASTING, Dec. 13] that an Italian-language program had been taken off the air by WELI New Haven, Senator Brooks commented: "I could see that any interference with foreign-language announcers might cause fear and stations would throw away foreign programs."

Mr. Fly said he had been criticized for his stand but that "foreign-language broadcasting in general is a good thing". He added that the FCC investigated the complaint of Mr. Antonini against WELI and that "they took the program off for a network program to make more money." He did say, however, that he understood the station had con-

Ask
HAL HENDICK
OF TRACY-LOCKE-
DAWSON, NEW YORK
about
WDGY

Established 1953 MINNEAPOLIS
Now fulfilling the third order for sponsorship of our "In the Bleachers" sports review with the Minneapolis Gopher Basketball Men.

HAYMARKERS: WILLIAM AND SAMBRIDGE.

PRIMARY COVERAGE
SECONDARY COVERAGE
Based on NAB Standards

BROADCASTING • Broadcast Advertising December 20, 1943 • Page 61

Your PRODUCT couldn't be in BETTER COMPANY than Mildred Bailey's

When it comes to the home, Central New England women think of Mildred Bailey as a housewife after their own heart on her "Afternoon Journal." She talks their language about dozens of household products in housewife terms. In the homes of the industrially prosperous WTAG audience, many a product has been admitted under her banner.

Mildred Bailey is a housewife by profession. Articles and services gain audience acceptance on her radio program because she knows their qualities from actual experience and usage. If you want to place your product in good company, ask us for the full story of advertisers who have discovered how true this is.
YOU CAIN'T SELL MUCH TO FARMERS (Ky.)

Sure, farmers are in the dough these days—but not Farmers (Ky.)! That's why Farmers and all such Kentucky villages together are a mere stalk in the cornfield compared with the Louisville Trading Area. With $161,000,000 in purchasing power, this Area does 17.1% more retail buying than the rest of Kentucky combined! . . . To fill your silo with sales in the Louisville market, WAVE is the only station you need—the station that gives you complete coverage at lowest cost!

SELL coverage Louisville 161,000,000 together are power, LOON retail buying for advanced days We're you CALAO EN. NEW SOHN National Tomorrow's Trading i0

A WELCOME home handshake is given Royal Arch Gurnison (center) by Miller Mclntoch, president of Mutual, while Theodore Schuette, vice-president of WOR, New York outlet of Mutual, looks on. The trio was snapped at a luncheon for advertising agency executives given last week for Gurnison, who recently returned to the Gripholm after a long internment in Jap prison camps. The Mutual correspondent starts his own series of commentaries Dec. 22 on that network.

White observed that any penalty other than “money penalty” would adversely affect the public. Chairman Fly in another tirade against the “big networks” and particularly RCA. Describing in detail the broad scope of RCA operation, he asked the committee to bear in mind that it is a “predominant holding company”. Moreover he held no one can go into television without “doing business with RCA”. While Mr. Fly said this would be “duplication” in television, mentioning DuMont, CBS and General Electric, he said he would assume that anyone who produces anything in that field would “have to have licenses from RCA”.

Fly Would Put FM Ahead of Television

Attacking the previous testimony of Mr. Trammell, Mr. Fly pointed out that the NRC president had emphasized television and had made “only slight reference to FM”. It was Mr. Fly’s opinion that FM “is ready to deliver its broadcasting service” and is “several years ahead of television”.

Declaring that because Maj. E. H. Armstrong controls basic FM patents RCA “tended to discourage FM”, Mr. Fly said RCA therefore was pushing television. He said he was not trying to condemn RCA, but that he simply wanted to bring to the attention of the Committee, the “environment under which all radio legislation has been drafted and enacted”. When television spreads across the country, combining sight with sound, it will have a tremendous impact and it “is ominous if we consider any possibility of ‘singleness of control.’”

When Sen. Gurney asked whether radio’s past history indicated that the public had not benefited, Mr. Fly leveled another tirade against radio generally, but singled out NBC. To answer that question, he said “I would like to have a picture made by a psychiatrist of a housewife’s brain after she had listened to NBC all day.”

Asserting that he was unable to talk in terms of “net gains” Mr. Fly declared finally that radio in this country was the best in the world.

Sen. White interjected that he was the only real “trust buster” in radio, because it was as a result of hearings that “the notion that RCA is a monopoly” was born. As a member of the House that the separation of RCA from General Electric and Westinghouse ownership ensured, Chairman Wheeler had said, however, that the man who had made a record as a radio “trust buster” was Oswald F. Schuette “who now works for RCA.” Recalling that Mr. Schuette headed the Radio Protective Association which sought the dissolution of RCA’s original ownership, Sen. Wheeler said Mr. Schuette “was so good at it that RCA took him over.” And he added, “I don’t blame them, because he’s a good man.”

The examination again veered to program control when Sen. McFarland pointed out that Mr. Fly had previously testified that he did not seek program powers.

Mr. Fly held there would be no remedy in the licensing of more stations for FM. This would provide more service and improved electrical quality and would be “wholesome” but “the notion that you can get the cure for the program situation from FM is erroneous.”

Inferring that the public is not very articulate on some matters, Chairman Fly said that while he had been accused by the Cox Committee of “high and very strident tone” he had hardly received a letter about these
Charges. But on soap operas he said he received "a lot of fan mail!" after his statements before the Senate Committee. He said he didn't know how to appraise it. Then he reiterated his view that "the trashier the show the more people will listen." He alluded to "low culture, the vulgar and gambling" as "awfully big audiences."

Sen. McFarland suggested something akin to the Gallup type polls to appraise listener reaction. He felt not much could be determined through fan mail.

When Sen. Moore concluded that what Mr. Fly wanted was to have programs that "meet your approval," the FCC Chairman responded by reading a specially prepared analysis of network programs purporting to show that for the week of Dec. 11 NBC had only one hour and 45 minutes of commercials. CBS had 2 hours and 15 minutes as against 25 hours and 45 minutes of commercials.

**Suggests Congress Consider Sustaining Time Requirement**

Sen. Gurney, drawing upon his background as a practical broadcaster, pointed out that this did not mean that every station of the network carried the commercials, since most commercials went only to the basic set of the stations. Mr. Fly countered that if the stations did not carry network commercials, they probably carried local commercials.

Sen. Wheeler stressed the responsibility of stations and networks as to program standards, and declared that if they did not elevate them, "sooner or later the time will come for Congress to legislate." Sen. McFarland interjected that the same thing might happen in radio that has occurred in the motion picture industry.

The high point in the program discussion came when Sen. Moore observed that Mr. Fly did not really have any desire to have any power over programs but that "you do infer that Congress should do something about them in specific legislation." Mr. Fly rejoined that Congress might consider "the matter of having a certain percentage of time be given to programs of certain types such as music, education and the like. That is a scheduling of time from time to time."

Mr. Fly then cited the Catholic Hour, which he said had been a network program for 14 years and that NBC wanted "put out for Amos 'n Andy." NBC, he declared, did not succeed in that pursuit. Sen. McFarland quickly pointed out that this proved his point—public opinion takes care of such matters.

"After reading one or two complaints about pushing around "of sustaining programs by the networks," Mr. Fly said he was "happy" to see broadcasters "make a lot of money" but added there should be the requirement that they give more time to public service programs and that they "do their part". He said that in this period of "greatest earnings" the "dollar has been predominant:" and that broadcasters are trying to "make every last dollar out of it." He questioned the long range wisdom of cancelling of public service programs to make way for commercials.

Chairman Wheeler posed the question of whether Congress should write into the law that when a radio license is granted the license should be required to reserve a certain amount of time for educational and public service programs. He commented that these franchises are extremely valuable and may be worth "hundreds of thousands." Such a procedure would take the "program power out of the hands of the bureaucrats." Viewing conditions generally with trepidation, Sen. Moore said that history shows that it is not in the interest of broadcasters to Government dominance and ultimately to "Government ownership." Mr. Fly, however, contended that the networks were "shooting at control all over the country." He held that broadcasters "had not learned their lesson" as had other businessmen.

**'Permanent Licenses' Seen Aiding 'Vested Interests'**

Arguing against "permanent licenses" for stations, as had been proposed earlier in the hearings, Mr. Fly declared that the "forces which would dominate the industry" would be given a stronger hand. He alluded to them as "vested interests" which would not be "engineeringly feasible," he said, because reallocations are necessary from time to time. He alluded to NBC and its ownership of WEAF as a clear channel station. It might be desirable to duplicate that channel somewhere in the West, he said, and with a permanent license "the vested interest would be protected." Chairman Fly made no mention of the fact that an application is pending by the Ed Crayne, Inc., for 50,000 watts on the WEAF frequency. Mr. Crayne had attended the hearings to express his capacity of unofficial advisor to Wheeler.

Opening up the clear channel subject, a pet topic of Chairman Wheeler, Mr. Fly speculated that the Commission might have to do something in the future about them. He said it might find it necessary to "take these clear channels away from the coasts and move them inland where they will not be disturbed." Answering Mr. Wheeler he said WOR had lost so much coverage of any consequence that duplication of its clear channel by WBBR would not be worth the effort.

"Why can't we break down some of the others in the East and provide better service?" Sen. Moore asked. Mr. Fly said, "It can be done."

**Post-War Activity Discussed by Fly**

Alluding to post-war developments, Mr. Fly referred to the Radio Technical Planning Board and discussed the question of whether the FCC had decided on policy regarding license extensions for commercial broadcasters and what disposition would be made of the standard stations after FM receivers are sold in abundance. Chairman Wheeler had declared the Commission now is licensing FM stations to AM broadcasters. The Commission has not yet decided whether dual operation will be allowed.

Chairman Wheeler observed that Congress should do something about the allocation of frequencies to government departments and perhaps provide that government agencies make a showing competitively with the public on frequency applications. He also asked Mr. Fly to respond, declaring he did not want him to get into controversy with other government agencies.

Then Chairman Wheeler read a series of prepared questions covering practically all of the controversial issues pending before the Commission. These covered savings resulting from reduction in long-line costs; the FCC's freefrerate order and grants made to stations since that time; the Carr Collins-Baylor II grant at Corpus Christi, Texas; the authorization to WQAR Cleveland to operate with 50,000 watts; the question of banning dual ownership, which Mr. Fly said would have the practical result of "eliminating all such ownership," and the question of newscaster ownership, which Mr. Fly said would be "settled in a matter of days."

The questions propounded by Chairman Wheeler and Mr. Fly's answers are published in full text beginning on page 3.

Upon completion of Mr. Fly's testimony Chairman Wheeler announced the Committee would take up next session in executive session. Mr. Fly declared he might submit additional proposals.

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**COLUMBIA WMMN**

Fairmont, W. Va.

**MR. RADIO EXECUTIVE:**

Your time is valuable; while you're in New York. That's why we want you to stay with us at the Roosevelt.

You'll be only a few steps from your representative, your network and the radio agencies.

Our private passageway from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

Our Men's Bar is radio-famous and the meals are delicious whether you eat in the Grill, the Colonial Room, or the Coffee Shop. There is dancing in the Grill every evening except Sunday.

**ROOSEVELT**

MADISON AVE. AT 45TH ST., NEW YORK

A HILTON HOTEL

ROBERT R. WILLIFORD, General Manager
Fly Blocks FCC Probe, Is Charge

Chairman Lea Accused Of ‘Whitewashing’
By Miller

REFUSAL of FCC Chairman James Lawrence Fly to permit Commission employes to be questioned by staff members of the House Select Committee to Investigate the FCC, except in executive committee sessions or open hearings, coupled with charges that Chairman Clarence F. Lea (D-Col.), by the rules of procedure, is attempting to “whitewash” the probe, came to light last week as strained tension between committee members broke into the open.

At what General Counsel Eugene B. Lea had planned as a “routine preliminary questioning” but what became a public hearing Wednesday afternoon, Mr. Garey charged that his staff was being hamstrung by the “open hearing” procedure before he or his assistants had a chance to ascertain what, if anything, the FCC witnesses knew. Mr. Garey questioned David H. Deibler, FCC attorney in charge of station transfers, as to the “relationship” between Harold A. Lafont, general manager of the Bulova stations, and Chairman Fly. Rep. Hart interrupted to say that the witness had testified “he doesn’t know of any relationship.”

“Not a Hearing”

“This is a witness who, under the committee’s rules, we have not been permitted to examine,” declared Mr. Garey, “we have to conduct our investigations in public hearings. This is not a presentation of testimony at a public hearing by witnesses the staff has examined prior to the hearing. This is a public investigation, rather than a hearing. I don’t know what this witness knows and I’ve got to ask him to find out.”

Mr. Garey previously had argued off the record with the chairman over the selection of sworn statements taken in the presence of Rep. Wigglesworth (R-Mass.). The chairman refused to accept the statements, despite the fact that Mr. Wigglesworth, a committee member, was present and administered the oath.

“When I became chairman of the commission,” said Mr. Lea following Wednesday’s session, “Mr. Fly told me he’d give us the fullest cooperation. I presume that was on the assumption that Mr. Garey would resign.” Explaining the unique arrangement, which was said to place the FCC in the position of “serving Congress” how the investigation should be conducted, Mr. Lea said:

“If a witness comes in voluntarily the staff may question him and determine whether he has information that might be of value for presentation to the committee in public hearing or executive session. If we bring in a witness by force, under the procedure we must question him in either executive session or public hearing. The Commission won’t let its personnel volunteer so we have to bring them in by force.” He explained that “force” means formal request of the Commission for appearance of its personnel before the committee.

Challenge by Rep. Miller

Mr. Lea said he had asked Mr. Fly “what the Commission’s intentions are” but that he had received no reply. The rules of procedure permitted the charges of “whitewash” alleged to have been hurled by Rep. Louis E. Miller (R-Mo.) in executive session Dec. 7. Although an undercurrent of dissen- sion has been reported between a majority of the committee and the chairman, the whole question involving also the Commission’s pur- ported “supervision” over Mr. Lea was brought into the open Tuesday morning, when an executive session resolved itself into a public hearing for lack of a quorum.

According to Capitol Hill talk, first indication that all was not well between certain committee members and Chairman Lea reached the boiling point on Dec. 7, when, in executive session, Rep. Miller, who has been a staunch advocate of a thorough investigation, is said to have challenged the chairman’s procedure.

General Counsel Garey had sup- pened Lt. Henry A. Wise, former official of the Black River Valley Broadcasters Inc., and Elliott C. Lov- ett, his counsel, to testify on the WNNY Watertown, N. Y., case in which the FCC granted a construc- tion permit in April, 1936, and then canceled it by wire.

Rep. Miller objected to Chair- man Lea’s purported contention that it was necessary to have a quorum present for routine exami- nations by committee counsel. Mr. Miller said that such procedure was a waste of time for committee members. In answer to the committee’s legal staff, Chairman Lea is said to have charged Rep. Miller with disagreement over the policy of procedure adopted by the committee (broadcasting, Oct. 28).

That procedure, adopted Oct. 18, provides: “All hearings of the committee shall be presided over by one of its members.” All hearings shall be open to the public unless, because of military secrets or other public interest, the committee shall determine to meet in executive session with a quorum present.”

It was at the close of the execu- tive session that Rep. Miller is re- ported to have charged that Chair- man Lea was attempting to “whitewash” the investigation but that the committee would see that a fair and thorough inquiry is conducted.

Flares Again

For several days the committee functioned peaceably, it was reported, until last week. On Monday afternoon counseling counsel Garey called J. B. Beadle, in charge of opera- tors’ licenses at the FCC, for preliminary investigation. While Chairman Lea, Rep. Magnuson (D- Wash.) and Mr. Miller listened, the general counsel and his staff conducted what Mr. Garey termed a “routine investigation” in the staff offices.

“I wasn’t sure just how much of a witness Mr. Beadle would make and I didn’t think it advisable to conduct a hearing un- til after the staff had concluded its preliminary work,” said Mr. Garey. “Frequently we are given
House Probers to Hear FCC
(Continued from page 12)

in the letters and told the committee that the Commission reversed its decision without giving reason.

Advice Sought

When the hearings opened Wednesday, counsel Garey suggested that the committee fix a date when it could inspect stations operated by the RID and FBIS and those operated by the Navy and "make its own comparison." Joseph A. Hines, Boston attorney, representing Miss Natalie S. Whitwel, 80, told the committee that WORL Boston had changed ownership since 1936 but that the FCC had advised him records did not show it. Mr. Hines testified that in 1936 Miss Whitwel loaned $40,000 to George A. Crockwell, William E. Eynon and James K. Phelan to buy WORL. He told the committee they pledged the capital stock as security, but later disposed of their interests to Harold A. Lafont and Sanford Cohen.

Mr. Hines was seeking redress for his client, but came to the committee he said, seeking advice about procedure after he had attempted to get some action from the FCC.

Rebuttal Discussed

David H. Deabler, FCC attorney in the Law Dept. Section 310B, identified correspondence relating to Mr. Hines' complaints. He said, following a preliminary examination in November 1941, that he recommended the Commission conduct an investigation into the control of the station stock, but that no action was taken. Testimony of Mr. Lafont and Mr. Cohen, taken before Rep. Wigglesworth (R-Mass.) Nov. 22, was admitted to the record Thursday when both men told the committee the statements were correct with amendments.

When Thursday's session got underway before Rep. Hart, he asked Mr. Garey what action the staff had taken to present the FCC rebuttal to testimony already in. That has been taken out of the hands of the staff and it is now in the hands of Chairman Lea and Chairman Fly," said Mr. Garey. "As far back as July I attempted to work out something with Mr. Denny. At the time Judge Cox resigned I again pressed the matter with Mr. Denny. I have been advised that the presentation by the FCC would be handled by the chairman of the FCC and the chairman of this committee." Mr. Denny said "it was the full Commission and not the chairman which directed me to enter into no further negotiations with Mr. Garey." Rep. Hart expressed dissatisfaction, contending "that a staff should be left to the staff." He said criticism had been leveled at the committee on the grounds that it refused the FCC permission to appear.

FCC On in January

"We are very anxious to present our case," said Mr. Denny. At that point Elton Layton, clerk of the House Interstate & Foreign Commerce Committee, of which Mr. Lea also is chairman, went for the chairman, who was in his private office. As the chairman arrived Mr. Denny said: "I have been acting under instructions of the full Commission to go ahead so that we would be ready to present our case. I had heard that the Commission was going to be heard this week, but I understood Mr. Garey wanted to clean up a few things first." "I think, Mr. Chairman, that unless we agree upon a procedure, we'll find ourselves in a mess," interposed Counsel Garey. Chairman Lea supposed the procedure of the past would continue, but that the committee and the Commission probably could reach an agreement. "This committee is not being run by an agreement between it and any other agency," declared Rep. Hart. "I entirely concur in that viewpoint," added the chairman. "We discussed that with Mr. Denny," he added, addressing committee counsel. "I wasn't present at that discussion with Mr. Denny," replied Mr. Garey.

Mr. Denny proposed to put on first the FCC side of the RID and FBIS. The controversy ended before a definite date for the FCC case was reached, although Messrs. Denny and Garey conferred after the meeting with Chairman Lea and it was announced that the FCC would start its case next month.

Wishing You A
MERRY CHRISTMAS

H. B. Blom, president of Biow Co.

QUENTIN REYNOLDS, commentator on "At the Brie" on NBC, will be guest of honor at a fund-raising luncheon to be given at the hotel Ambassador, New York, Dec. 23 by the broadcasting and radio artists' division of the New York and Brooklyn Federation of Jewish Charities. Luncheon speakers will include Milton H. Blom, president of Biow Co.

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is The BeeLine

Robert A. STREET National Sales Manager
Paul H. RAYNER CO. National Representatives

SACRAMENTO-KFRK
STOCKTON-KWG
FRESNO-KMJ

Bakersfield-KERN

THE BEE LINE
REN0-MOH

WCHS Charleston, W. Va.

MISSISSIPPI BUSINESS
UP 25.9% For First 10 Months of 1943

The average monthly gain in business activity in Mississippi for the first 10 months of 1943 is 25.9% over the same months in 1942.

The average monthly gain in the Jackson District, for the same period, was 21.9%.

This sustained UPWARD trend makes Jackson and Mississippi a MUST on your 1944 schedules.

And, WDX, the Voice of Mississippi, DOMINATES this market.
In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions! Traditions, However, Don't Get Much Business.

CHNS Does — Try It.

Savannah ranks third among all Major American Markets in percent of sales increase for past year.

NBC

WSAV

SAVANNAH

GEORGE P. HOLLINGBERRY CO.

Fly Discloses Policy Confusion

(Continued from page 9)

was not passed on at all to the broadcasting stations in that section of the country—

FLY: I have had a number of such complaints. . . .

WHEELER: Let me ask you: What was the date of the freeze order?

FLY: February 23d of 1942?

... April 27, 1942, was the more complete freeze.

WHEELER: Now, what was its purpose?

FLY: The purpose there was not to authorize construction, but which would create a demand for critical materials which were used for war purposes.

WHEELER: What happened to all the equipment that was allegedly made available through non-use by broadcasters? . . . The Army and the Navy used very little of it, didn't they?

FLY: I am afraid that the armed services used very little of that equipment. I have been rather dissatisfied in that regard, and it does not mean to be critical, but it was my hope that where we refused to make the grants and to authorize construction, and the material was on hand, that this would accomplish the two good purposes of getting the materials where they would be useful for the war purposes and avoiding a loss on the part of the individual applicants. I do not think that has happened to a great extent. It has in a number of important cases, but not generally.

WHEELER: My understanding of the information that came to me, was that the Army and the Navy took absolutely none of that, that the War didn’t take a little of it, but that most of it is still stored away.

FLY: I think that that is generally true, sir. They have taken certain important pieces of equipment, but by and large, that equipment has just been stored away. Some of it has been utilized where stations have been destroyed by fire or other calamity; and where under the rules we could authorize a construction, a little of the equipment has been taken and put in those spots. For example, today we put in a 250-watt station where there is no service. Now, that will absorb a little of it, but by and large I think you are right, sir; I think it is in the warehouses, and I am not very happy, sir.

WHEELER: How many construction permits have been granted since the date of the freeze order?

FLY: I shall have to check that, sir. I have no idea.

WHEELER: My information is, there were about 15 of them.

FLY: I will notify you on that, sir.

WHEELER: Now, did you make a grant to Carr Collins and Baylor U. for a 60 kw new station in Corpus Christi, since the freeze order?

FLY: Not a new station, sir.

What we did was this, and of course you know something of the history of those border stations. Mr. Collins owned a station across the border down there, a big powerful station, and many difficulties arose, including international difficulties, in our efforts to eliminate that and all of those other border stations which in effect were outside the realm of United States law and United States regulation but still were there serving large areas of the United States.

WHEELER: There wasn’t any war necessity for that station, was there?

FLY: I do not think there was any great necessity for it, but what we accomplished there was the alleviation of one of the most difficult international problems we had, and we took that equipment and moved it across the border and set it up at Corpus Christi for a daytime station.

WHEELER: Collins was the owner of Crazy Crystals, was he not?

FLY: I think so, sir.

WHEELER: Has he a contract with Baylor U. which will result, will it not, in Collins’ probably eventually owning the station?

FLY: Oh, I think that his obligation to Baylor is permanent, sir. I do not have the details of that here.

WHEELER: What was the reason for increasing the power of WGAR as well as installing a new transmitter and changing the frequency? That was a violation of your original freeze order, was it not?

Interference a Factor

FLY: Yes. That is, superficially it was, sir. The circumstances are this: The Aluminum Co. put up a big plant right around the transmitting plant of WGAR, and they had these heavy drop forges and things of that kind, and a tremendous lot of interference and a lot of physical interference. Their tubes went out there: I think toward the end of that operation they have gone out maybe as many as one in a month, and the Aluminum Co. was expanding all around that plant, so it just became necessary to move it out of there. And of course we couldn’t afford to have a station go off the air in Cleveland because that is one of the spots in this country that has not had proper service, and it is essential if we are to have the full network outlets in that important area. The Commission also wanted to retain a priority on a broadcast frequency. From an international standpoint there were indications that a valuable facility would be lost to the United States if not put in use.

WHEELER: The Commission recently promulgated an order prohibiting dual ownership in the same community.

FLY: That is right, sir.

WHEELER: You have an exception in there, when the Commission decides that such dual ownership is desirable. It would seem to me that your order was rather ambiguous. If it is a bad thing, why not prohibit it altogether?

FLY: I think that the practical result of the rule will be to eliminate all of the duplicate ownerships, sir. I think you are right. It will be difficult to find that any dual ownership is in the public interest or that the public interest is served by having the duality.

WHEELER: Nearly three years ago the FCC announced that all pending applications filed by newspapers for broadcast licenses would not be considered pending the final determination of the question of newspaper ownership of stations. How many newspaper owners have been granted new construction permits since that time, if any:

FLY: None, I believe, sir.

Experiment, Says Fly

WHEELER: Did you not grant a permit for an FM to Gordon Gray, a newspaper publisher in Winston-Salem, N. C.?

FLY: I did not. Gordon Gray owned an interest in a Winston-Salem paper, and he put an FM station on, I think it was, at Mitchell up in the Smoky Mountains; and, as I understood that situation, there was no duplication, or substantial duplication, of the coverage of the Winston-Salem papers on the station there and the new FM station. But I think the main consideration there was that the Commission was very interested in having that experimental operation, to have a powerful FM station up on the mountains there that would feed out through those rural areas from that vantage point. And, incidentally, there he had the plan for the incidental facsimile operation which we mentioned where he was going to furnish the news services to little towns around there.
and the Commission was very much interested in the experimental character of that operation.

WHEELER: What about the Worcester Telegram? Wasn’t an FM station granted the Worcester Telegram?

HYNCE (Assistant General Counsel): Mr. Chairman, that was not a new one; that was a conversion of an experimental commercial.

FLY: That was a conversion of an experimental license to a regular licensee.

WHEELER: The Worcester Telegram?

FLY: It was not a new one.

WHEELER: Not a new one.

McFARLAND: Well when, Mr. FLY, were you going to make your decision on this newspaper matter? One of the members of the Commission indicated it would be done before this hearing was completed, and I wondered if you were—

FLY: I think we are down to a matter of days on that. Mr. Schenley, do you not fold up before the holidays formally? I think that his statement may well have proved accurate.

Sen. McFARLAND: You haven’t any recommendations, I take it, if Congress should consider the advisability of providing for a certain percent of sustaining time, as to how that would be done, the percentage, and so on?

FLY: I think we could offer some suggestions there, sir, and I would certainly be glad to confer with the committee in that regard. I might want to pick up some tag ends and cover them by letter if you don’t mind.

WHEELER: All right. That will conclude the hearings, then. I do not know of anyone else who has asked to be heard, and so that will conclude these hearings, and the committee will take up the question of the new legislation in executive session and decide what they desire to do.

Gem Oil Plans

GEM PACKING Corp., Brooklyn, has named Emil Mogul Co., New York, to handle advertising of their edible oils, effective Jan. 1. Radio will be used in an expanded campaign for the product according to the agency.

World Series Plan
(Continued from page 11)

FLY: I think we are down to a matter of days on that. Mr. Schenley, do you not fold up before the holidays formally? I think that his statement may well have proved accurate.

SENATOR MAYBANK

MUTUAL OFFERING TALKS ON CIRCUIT

MUTUAL has established as a permanent practice a special service to advertisers, making available to them upon request for sales conferences and other meetings of the air its closed circuit facilities. Third such “radio convention” was held last Friday when MBS turned over the 4:30-4:45 p.m. period on a closed circuit to Employers Group, Boston, sponsor of Cedric Foster’s Sunday commentaries, now heard on the full network.

Philco Video Plans

APPLICATIONS for new television stations in New York and Washington were filed with the FCC last Friday by Philco Corp., Philadelphia. Television Channel 9 is sought in New York and Channel 4 in Washington. Power is not specified. Philco now is licensee of a commercial television station WPHT in Philadelphia as well as an experimental transmitter in that city.

Agency Changes Name


Denies Fly Charge

REPUTING the testimony of James Lawrence Fly, FCC chairman, that NBC had attempted to “push the Catholic Hour of the air,” Edward J. Heffron, executive secretary of the National Council of Catholic Men, on Friday wrote Senator Wheeler, chairman of the Senate Committee on Interstate Commerce, denying any attempt by NBC to “high-pressure” the Council into shifting the hour to a less desirable time. Mr. Heffron explained that last spring, NBC had suggested the Council consider moving the program from 6 p.m. to 3 p.m. Sunday, when a larger number of stations could carry the program. When NCCM asked that the time not be changed “NBC accepted this decision with good grace,” he says.

STANLEY F. McMINN, active in radio for 20 years, has been named to the newly-created post of managing editor of Electronic Industries, published by Caldwell-Clements, New York.

C. E. HOOPER, president of C. E. Hooper Inc., and Matthew Chappell, technical consultant, are the co-authors of How to Measure Radio Audiences, a book designed to explain the precise methods and results of the various types of audience survey.

Dominating Its Community in Public Service!

KOIN
Portland, Oregon
CBS Affiliate

FREE & PETERS • National Representatives

The Only
BLUE
Network Station
Serving the rich important
U. S. 34th
Metropolitan District

WFMJ
Youngstown, O.

The Northwest’s Best
Broadcasting

WSJS
Representatives
HEADLEY - REED CO.

The Only
BLUE NETWORK

WTCN
ST. PAUL

NBC Station for
WINSTON-SALEM
GREENSBORO & HIGH POINT

5000 WATTS
600 KC.

WNTW
New York, NBC television network, on Dec. 15 carried official military newreels of the battle of Tarawa, and of the Cairo and Teheran conferences.

STANLEY F. McMINN, active in radio for 20 years, has been named to the newly-created post of managing editor of Electronic Industries, published by Caldwell-Clements, New York.

C. E. HOOPER, president of C. E. Hooper Inc., and Matthew Chappell, technical consultant, are the co-authors of How to Measure Radio Audiences, a book designed to explain the precise methods and results of the various types of audience survey.
Dear Time Buyer —

There’s not room here to tell our full story, but if you’re looking for more listeners in the southwest, KROD can really deliver them. Please let us give you complete information. Write or call us or our national representatives.

HOWARD H. WILSON CO.

KROD
CBS
600 KCC
1000 WATTS
EL PASO, TEXAS
Distance Roberts Owner Val Lawrence, Manager

The
TIME BUYERS’ STATION
WDOD
Chattanooga, Tenn.
5,000 WATTS
CBS

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

SELL THE
7th. STATE

* CUT YOURSELF
1/2 of NEW ENGLAND

with
STATION
Wlaw
LAWRENCE, MASS. 680 KCC

THE DOMINANT COVERAGE
FOR A GOOD MARKET

WRBL
COLUMBUS, OHIO

81 TO 96.8%
REPRESENTED BY SPOT SALES

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
DECEMBER 11 TO DECEMBER 17 INCLUSIVE

DECISIONS

December 14

WKZO Kalamazoo, Mich.—Granted con- 

sumers’ voluntary assignment of license from 

WKZO Inc. to John E. Peterson and Rhea Y. Fel- 

zer, d/b/a Peterson Communications Co. (no- 

where consideration.)

KOQH Oakland, Cal.—Adopted order 

granting petition to reinstate and grant ap- 

plication for CP make changes in transmitter, 

antenna, change power from 100 to 250 W.

KXOD Oklahoma City, Okla.—Adopted order 

granting petition to reinstate and grant ap- 

plication for CP increase transmitter, change 

power from 100 to 250 W.

KOMA Oklahoma City, Okla.—Submission 

of application for license renewal re- 

quested by the Commission so that it may 

be set for hearing on question of inter- 

ference to Guatemala. (Application to 

change frequency from 1520 to 600 kHz 

and related applications of KGFP College- 

ville, N.Y., for license renewal, increase 

power from 500 watts to 1 kW on 600 

kHz hereafter set for hearing.)

WOR-FM New York—Granted request 

change call letters to WBAI.

December 15

WTMA Charleston, S.C.—Granted mo- 

tional permit without prejudice applica- 

tion for license for auxiliary transmitter 

to site main station transmitter and use 250 W.

WCap Ashbury Park, N. J.—Granted li- 

ence covering CP install new transmitter.

Network Accounts

All Time Eastern Time unless indicated

New Business

GARRETT & Co., Brooklyn, N.Y. (Virginia 

Dare and Garrett American wines), on 

Dec. 6 to sponsor Spirit of Christmas 

on 50 Mutual stations, Fri., 2:10-9 P.M.

Agency: Ruthrauff & Ryan, N. Y.

LAKINS & BROS., Richmond, Va. (Che- 

sea Cigarettes, Edgeworth Tobacco), on 

Jan. 18 to sponsor Guy Lombardo’s 

orchesra on 62 BLUE stations, Sun., 7:10-11 P.M.

Agency: Warwick & Leggett, N. Y.

Renewal Accounts

DR. PEPPERBOTTLING Co., Dallas, Tex. (Dr. 

Pepper), on Jan. 2 renew for 

13 weeks at Pearce & Hie Company, 

in Valley, on 10 BLUE stations, Sun., 

4:45-9 P.M. Agency: Tracey-Loeb- 

Dwight, Dallas.

GILMORE OIL Co., Los Angeles (petro-

leum products), on Dec. 31 renew for 

8 weeks, Gilmore Pontiac’s Park on 5 NFC 

Pacific stations, Fri., 7:30-8 P.M. (PWT). 

Agency: Ruthrauff & Ryan Inc., Holly-

wood.

WESTINGHOUSE MG&Co., Pittsburgh (musi-

cal products), on Jan. 18 renew for 

12 weeks Westinghouse program on 131 NFC 

stations, Sun., 4:30-5:10 P.M. Agency: Young 

& Rubicam, N. Y.

Network Changes

ELGIN NATIONAL WATCH Co., Elgin, 

Ill., on Jan. 31 shift The Adventures 

of Nemo Wolfe from 66 CBS stations, Sat., 

7:30-9 P.M. to 140 BLUE stations, Fri., 

7:30-9 P.M. (repeat 10:30 P.M.) 


P. BALLANTINE & Sons, Newark (beer 

and soda), on Dec. 17 replace Original 

and Gourmet’s Orleans with musical 

show, featuring William Dax- 

ton on 41 CBS stations Mon., 10:15-11 

P.M. Agency: J. Walter Thomson Co., 

N. Y.

J. B. WILLIAMS Co., Glanton, Conn. 

(Williams엇 웰), on Jan. 6 add 

18 CBS stations to William L. Shiver, 

making total of 46 stations, Fri., 

7:15 P.M. Agency: J. Walter Thomson 

Co., Chicago.

SHI-HOWE Co., St. Louis (Toms), on 

Jan. 18 replaces Horace Heil’s Treasure 

Country with A Date With Judy on 129 

NBC stations, Tues., 8:30-9 P.M. Agency: 

Hoche, Williams & Cummyngham, Chicago.

FM Station KOZY, Kansas City, Missouri 

EVEETT L. DILLARD. General Manager

Hooper Reports Show

5% Gain in Sets-in-Use

AN INCREASE of almost 5% in 

“sets-in-use” over the Nov. 30 re- 

port was announced last week by 

C. E. Hooper Inc. in the “national” 

program ratings report for Dec. 

15. The latest “sets-in-use” figure is 

31.7, while the average rating is 

up 3% from the previous report.

Bob Hope continues at the top 

of the list of “first fifteen” pro- 

grams followed by Fibber McGee 

and Molly, second, and Charlie 

McCarthy, third. Balance of the 

list, in order of ratings, is as follows: 

Jack Benny, Lux Radio Theater, 

Alice Family, Mirt. District Attor- 

ney, Frank Morgan-Panny Briet, 

Eddie Cantor, Walter Winchell, 

Bing Crosby, Kay Kyser, Abbot 

and Costello, Screen Guild Players, 

and Bandwagon. Red Skelton con- 

tinues to lead those programs not 

measured in the eastern time zone.

War Film Available

A FACTUAL sound film report on 

the military situation, prepared 

especially for the war workers of 

America by the War Dept., will be 

released for public showings on 

Dec. 26. The film, “War Depart- 

ment Report”, is available to radio 

stations for studio showings or 

station-sponsored programs before 

local groups. It is 45 minutes in 

length. Requests for prints, 16mm 

or 35mm, should be addressed to 

Capt. Monroe W. Greenhal, Indus- 

trial Services Division, Bureau of 

Public Relations, War Dept., Wash- 

ington, D. C.
WANTED
pany, according to an announcement by Austin S. Igbleheart, president of General Foods Corp., parent company.

**CLASSIFIED ADVERTISEMENTS**

**Help Wanted**

- **Announcer—Who wants permanent place with new Blue-Mutual station. Starting pay, $45450 week. Write or wire WDM. Columbus, Ga.**
- **WANTED—Announcer with some experience. Age, 30. Salary, $600. Write or wire KDY, Meriden, Conn.**
- **WANTED—Announcer-operator, with first class license. Must be capable of news and general announcements. Send details to KSEI, Fostoria, Ohio.**
- **Wanted—to settle down and work for real people in a real town? Then here’s what you’re looking for! 1000 watt part time station in best town in North Carolina has opening for Program Director and one announcer who does news. Basic salary in keeping with ability. State all in letter, with return postage, right away. Box 638, BROADCASTING.**
- **ANNOUNCER—Two top men with experience and good reputation have opportunity to join leading station in busy New England. Basic salary $47.00 weekly plus expenses. Extend all offers in confidence. Working conditions excellent, standards high. Announcer wishing steady position send complete references, details, to Box 626, BROADCASTING.**
- **WANTED—First or Second Class Operator. Announcing ability desirable but not essential. Give qualifications. Draft station. Starting Salary First Letter. Write Box 840, BROADCASTING.**
- **Mas or Woman—To sell and service accounts on new Blue-Mutual station. State salary requirements. WDAR Columbus, Ga.**
- **Operator-Announcer—First class license K5ULIN, Athens, Ohio.**
- **Wanted—First class Operator—Good salary—good town—no war industry—moderate living conditions—transmitter located 8 blocks from center of city—good permanent job as chief operator—western electric equipment—state qualifications and salary expected. KDLR Devils Lake, N. Dak.**
- **ANNOUNCER—Program Director—With substantial background in management, training and supervising announcers, copy and traffic. Excellent opportunity. Address Box 634, BROADCASTING.**
- **ANNOUNCER—Woman. Four years’ radio experience as announcer. Box 619, BROADCASTING.**
- **Program Director—with substantial background in management, training and supervising announcers, copy and traffic. Excellent opportunity. Address Box 634, BROADCASTING.**
- **Position Wanted—Chief Engineer—9 years’ experience. 5 kw. Experienced directional antenna, surveys, etc. Draft exempt. Letter first. KFQN, Lima, Ohio.**

**Situations Wanted**

- **Chief Engineer—9 years’ experience. 5 kw. Experienced directional antenna, surveys, etc. Draft exempt. Letter first. KFQN, Lima, Ohio.**
- **Operator—First class license, experienced. Associate preferred. Box 635, BROADCASTING.**

**HALLICRAFTERS Co., Chicago announces that it has delivered more than $44,000,000 worth of commercial communication equipment to the armed forces and lend-lease, in the two years since Pearl Harbor.**

**NBC History**

A HISTORY OF NBC in its relation to the development of the radio industry is traced in a 24-page booklet issued by NBC’s promotion department for distribution to affiliates, and to the public through the information and public service departments. Freedom as the underlying basis for American broadcasting as opposed to restrictions in foreign countries is a recurrent theme throughout the booklet. Included is an explanation of “American Radio’s Four Freedoms,”—Freedom to Listen, Freedom Not to Listen, Freedom to Broadcast, and Freedom from Licensees.” The title is “What Goes on Behind Your Radio Dial.”

**Kalamazoo Symphony**

FEATURING for the first time a small community symphony, in cooperation with the OWL, the Kalamazoo Michigan Symphony Orchestra, Dec. 12, was recorred by WKZO Kalamazoo, and offered for broadcast in January to 40 key U. S. stations, the BBC, and four other stations. Herman Felber, conductor of the WLS Chicago orchestra, conducted the symphony concert. Included in the transcribed broadcast will be an eight-minute narrative describing Kalamazoo.

**McNARY & WRAITHAL Consulting Radio Engineers**

National Press Bldg., W. 44 St., N.Y.C.

**JANSKY & BAILEY**

An Organization of Qualified Radio Engineers

**SERVICE OF BROADCASTING**

National Press Bldg., Wash., D. C.

**Paul F. Godley**

Consulting Radio Engineers

Montclair, N. J.

**Gary C. Davis**

Consulting Radio Engineer

Munsey Bldg. Dist. 8456

Washington, D. C.

**Ring & Clark**

Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg. — Republic 2347

**Fox Beer on Blue**

PETER FOX BREWING Co., Chicago (Fox Deluxe beer), on Dec. 21 will begin sponsorship of a weekly half-hour musical program, Fox Deluxe Variety Hall, on 20 BLUE midwest stations. Program will originate out of WLW Cincinnati, 7:30-8 p.m. each Tuesday. Anticipated are additional Virginia and West Coast stations. Contract is for 52 weeks. Agency is Schiwill & Scott, Chicago.

**Manpower Project**

**Attempting to obtain sufficient manpower to meet lagging production schedules, a special emergency committee representing Chicago’s radar and radio manufacturers has been formed. Charles M. Hofman, Belmont Radio Corp., was appointed chairman, and other members are Edward W. Shepard, Philco Corp.; Henry C. Forster, Radio Speakers Inc.; Clayton Ryle, Zenith Radio Corp.; James F. Wray, Crowe Name Plate & Mfg. Co.; Lynn Shapiro, Belmont Radio Corp.**

An extensive newspaper advertising campaign is now before the committee. Radio is contemplated. Agency is W. W. Garrison & Co., Chicago.

**“Phoenix and Tucson” Will Take All Produced**

**THE SHADOW**

Available locally on transcription—see C. MICHelson 67 W. 44 St., N.Y.C.

**Ross McNary & Wraithal Consulting Radio Engineers**

Field intensity surveys, station location surveys, custom built equipment.

**Commercial Radio Equip. Co.**

Radio Engineering Consultants

**Radio Engineering Consultants**

Frequency Monitoring

**R. L. Skiffen Consulting Radio Engineers**

Field intensity surveys, station location surveys, custom built equipment.

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**R. L. Skiffen Consulting Radio Engineers**

Field intensity surveys, station location surveys, custom built equipment.
War Dept. Plans Holiday Programs

Special Shows Carry Greetings To Troops Overseas

SPECIAL programs carrying Christmas and New Year's Day greetings to American military and naval forces overseas and broadcast to various points of holiday observances from the fighting fronts have been arranged by the War Dept.

A three-hour Christmas program featuring entertainment stars and name bands and carrying greetings from heads of the various services, has been produced and transmitted by the Armed Forces Radio Services. Every medium of broadcasting, including shortwave, Army and local foreign stations, public address systems, will be employed to bring the program to the troops.

Messages from Secretary of War Stimson, Secretary of the Navy Knox, General Marshall, Admiral King, Lt. Gen. Holcomb of the Marine Corps, Admiral Waesche of the Coast Guard, and heads of the various war-time services will be carried to the forces.

Stars Featured

A 90-minute Command Performance program, to be broadcast only in theatres of operation, will include Bob Hope, Jack Benny, Fred Allen, Nelson Riddle, Dinah Shore, Jimmy Durante, Kay Kyser, and the Charioteers. Bing Crosby will be featured in Christmas Album, a 15-minute show. Other AFRS features will include Fibber McGee and Molly, Ginny Simms, Fred Waring, and Basil Rathbone.

For New Year's Day, the AFRS has arranged for overseas broadcast a one-hour program which includes such leading bands as Benny Goodman, Freddy Martin, Tommy Dorsey, Cab Calloway, Harry James, Count Basie, Jimmy Lunceford and Xavier Cugat.

Christmas observances by American forces in distant theatres will feature broadcasts to the United States, arranged through coordination of major networks and the Army Bureau of Public Relations. Plans include a chorus of 200 American soldiers in the Holy Land, a midnight mass behind the battle lines in Italy, and Christmas observances in a South Pacific Island.

FDR to Report

PRESIDENT Roosevelt will broadcast from Hyde Park at 3 p.m. Christmas Eve, he announced at his Dec. 17 press conference, first since his return from Tehran. He said the broadcast would provide a report on the Tehran conference aimed especially at the armed forces. He indicated the networks might repeat the half-hour show at 10 p.m. that night, but the networks had not yet announced definite plans Friday night.

Holiday Cheer Via Special Broadcasts

Will Feature Schedules of Major Nets

AS IN 1942, the holiday broadcasts this year on the four major networks will specialize in giving Christmas cheer to servicemen and women overseas and at home, with Christmas features on the majority of commercial programs during the coming week and special programs arranged to celebrate the Yuletide.

Garrett & Co., Brooklyn, for Virginia Dare wines, is sponsoring a half-hour Christmas party on 30 Mutual stations Christmas Eve, with music and a dramatization, which will be available to all Mutual affiliates. Elgin Watch Co., Elgin, Ill., again this year will sponsor two hours on CBS Dec. 25 as a salute to servicemen and to home front workers. Outstanding Hollywood stars will appear.

NBC has arranged a three-hour Christmas Day program, which will pick up messages from American soldiers at various points around the globe. President of NBC, will give a brief talk, and Robert St. John, NBC news commentator, will m.c. The BLUE will carry its three-hour Christmas Eve broadcast from 8:30 to 10:30 p.m. Metropolitan Opera program, sponsored by Texas Co.; and at 8:30 Christmas night, Allis-Chalmers Mfg. Co. begins its sponsorship of the Boston Symphony Orchestra concerts on the BLUE.

Outstanding Christmas week broadcasts on the networks include the address on Mutual Dec. 25 by King George VI of England, speaking on the annual BBC Yuletide roundup of messages from soldiers and sailors overseas, as well as the quarter-hour Honolulu Christmas shows on MBS, dedicated to the Army, Navy and Marines; CBS' annual presentation of Handel's Messiah by the Columbia Symphony Orchestra, and on Dec. 21 on CBS an hour variety program for American listeners and shortwave to the AEF under sponsorship of Standard Brands, New York, in the interest of the baking industry of America.

On NBC, Standard Oil of California is presenting a Christmas Day salute to its employees on an hour variety program, also to be shortwave abroad. Also outstanding on NBC is the annual presentation of "The Lord's Prayer" by Amos 'n Andy on their Christmas Eve Lever Bros. program.

Both Breakfast at Sardi's and the Coca Cola Co.'s Spotlight Bands show are giving Dec. 24 Christmas parties for servicemen and women as part of the BLUE's holiday plans, and on Dec. 25 the BLUE is carrying a message to the world from the Archbishop of Canterbury with a program later in the day from the battlefields of Italy and other foreign points.

Jack Bisco Named

Up Sales Manager

JACK BISCO has been appointed general sales manager of the United Press, according to Hugh Baillie, UP president. He will continue as assistant business manager, a post he has held for several years.

A native of Fort Worth, Bisco joined the Dallas UP office in 1930 as a newsman. He transferred to the business office and became business representative for the Southwest division. He came to the New York office, as sales director, then was made assistant business manager.

In his new position, he succeeds Edwin Moss Williams, now vice-president and general business manager, Al Harrison remains radio sales manager.

Butcher to N-E

BLAYNE R. BUTCHER, radio agency and station veteran, joined Newell-Emmett Co., New York, Dec. 16 in a radio executive capacity. He formerly held the radio directorship of Ward Lock, New York, and prior to that had been with Lenner & Mitchell, New York, nine years. Mr. Butcher has held station executive positions at WJBK Detroit, WLWA Lynchnburg, WGBH Boston, WBBF Fort Worth, WLW Cincinnati and WCAU Philadelphia. He has been associated with the production of the Woodbury, Pabco, Sensation Cigarettes, Jergens, and Radio Reader's Digest shows.

Bill Quarton Succeeds

WILLIAM (Bill) QUARTON has been named general manager of WMT, Cedar Rapids - Waterloo - Sumner D. Quar ton, resigned. Bill has been commercial manager of WMT for 10 years. He is former vice-president of the Cedar Rapids Chamber of Commerce and chairman of the Code Committee of the NAB.

Chet Thomas Is Named

As Manager of KXOK

APPOINTMENT of C. L. (Chet) Thomas as manager of KXOK St. Louis, was announced last Friday by Star Times Publishing Co., owners and operators of KXOK and KFRU Columbia. Mr. Thomas succeeds Clarence G. Cosby of St. Louis who recently became manager of WINS New York.

Mr. Thomas has been with the Star Times' stations for seven years, five as general manager of KFRU. For the past two years he has been on special organizing work for KXOK. He began in radio in 1928 with WLW-WSAI Cincinnati, serving six years as traffic manager and director of station activities. He joined Hearst Radio Inc. as assistant manager of WINS, remaining there for two years. A year before joining the Star Times organization he was assistant sales manager of KXOK and KFRU.

A graduate of the U. of Cincinnati, Mr. Thomas majored in advertising and sales organizing. In addition to his KXOK managerial duties he will handle national sales for both stations. Plans of the Star Times organization include FM and television for both KXOK and KFRU.

Mr. Butcher to N-E

Bill Quarton Succeeds

Chet Thomas Is Named

As Manager of KXOK
WMV

OTHER RADIO STATION IN THE WORLD TO SELL MORE MERCHANDISE TO MORE ADVERTISERS SPEND MORE MONEY

and your only probably accounts for the fact that

points. The dominance our sponsors enjoy month in

Middle Western listeners' choice, as reported by

Saturday night... or any night... WMV is the

SANTOS ORTEGA—"Ellery Queen" LULU BELL—"National Barn Dance"

carries

SATURDAY
FOR

JULIE STEVENS—"Abbie's Irish Rose"
From the commercial broadcast station standpoint, "RCA Rebuilts" represent the best news about Transmitting Tubes since war shortages on new tubes first became a threat to continued efficient operation.

Today, thanks to this RCA wartime emergency service to the broadcast profession, an old tube may be "down" but by no means out. If it is one of the five popular types covered by the RCA Rebuilt Tube Plan, it may be exchanged for an RCA Rebuilt Tube of the same type. What's more, these RCA Rebuilt Tubes deliver the watts! Ratings and characteristics are identical with those of new tubes. RCA Rebuilt Tubes carry a new tube guarantee for workmanship and materials. Since they are sold at 85% of the new tube price, service is adjusted on the basis of 85% of our standard adjustment policy.

If your station uses any of the five listed Tube types, we suggest that you write today for full details on the RCA Rebuilt Tube Plan. Like other stations where many RCA Rebuilt Tubes are already in service, you will find it a logical answer to one of your most pressing wartime operations problems.